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ABSTRACT

As part of a program of statistical reports on public broadcasting, a survey requested 147 public broadcasting stations to supply information about their operations during one week in 1974. Data were collected about instructional television services, "Sesame Street," "The Electric Company," general and news programing, any programs produced for a special or target audience, local programing, and Public Broadcasting and prime-time programing. Extensive data tables document the survey results, and the details of the survey methodology are contained in several appendix sections. (HB/JY)

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EDUCATIONAL TECHNOLOGY

PUBLIC TELEVISION PROGRAM CONTENT: 1974

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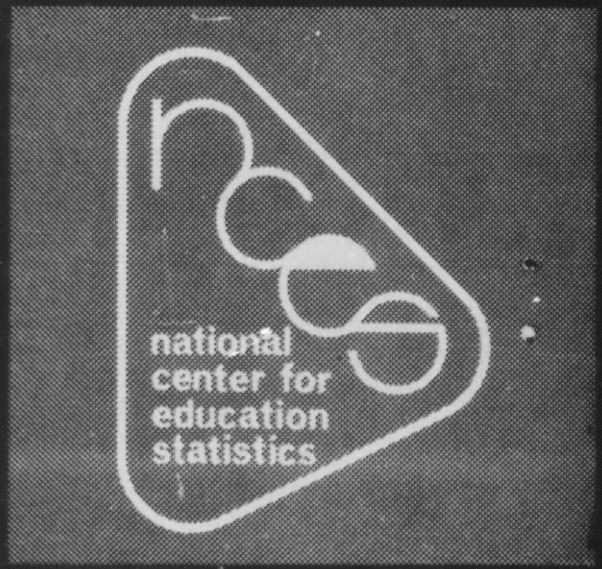

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HIGHLIGHTS

A. TOTAL SYSTEM

Number of Stations	238
Number of Licensees	153
Number of "Broadcasters"	151
Average Annual Hours per Broadcaster	3,872
Average Annual Programs per Broadcaster	6,547

B. PERCENTAGE OF HOURS AND PROGRAMS BY TIME OF DAY

	Hours	Programs
During School Hours	32.9%	42.9%
After School	29.1%	28.1%
Prime Time	31.0%	22.8%
Late	4.6%	3.8%
Pre-School	2.5%	2.5%

C. PTV PROGRAMING BY TYPE OF PROGRAM

	Annual Average Hours	% of All Hours
Instructional TV	662	17.1%
"Sesame Street"/ "Electric Co."	821	21.2%
News/Public Affairs	488	12.6%
Information/Skills	616	15.9%
Cultural	693	17.9%
General Children's	414	10.7%
Other	170	4.4%

D. TECHNICAL ASPECTS OF PTV PROGRAMING

	Annual Average Hours	% of All Hours
Color Transmission	3,404	87.9%
Prime-Time Transmission	1,197	31.0%
Locally Produced Programs	422	10.9%
From Public Broadcasting Service	2,405	62.1%
Direct from Interconnection	1,770	45.7%

E. INSTRUCTIONAL TELEVISION (Excludes CTW)

	Annual Average Hours	% of All Hours
Hours	662	17.1%
Programs	1,931	29.5%
Hours When School Is In Session	511	60.6%

ITV Subjects

	% of ITV Programs
Music, Art, Theater	14.6%
Natural and Physical Science	13.9%
Social Science	11.5%
Literature and Humanities	10.4%
Health, PE, Safety	8.5%
Children's Basic Education	7.6%
Other	5.6%

F. "SESAME STREET"/"THE "ELECTRIC COMPANY"

Hours per Broadcaster	
"Sesame Street"	558
"Electric Co."	263
Time of Day	
Late Afternoon	51.2%
During School	42.5%
Before School	5.1%
Late	1.2%
Day of Week	
Five Weekdays	83.2% (16.6% per day)
Saturdays	14.4%
Sunday	2.4%

G. SPECIAL OR TARGET AUDIENCE

Average Annual Hours per Broadcaster	277.5
Average Annual Programs per Broadcaster	531.7

H. LOCAL PROGRAMING

	Annual Average Hours	% of All Hours
Hours per Broadcaster	422.2	10.9%
Programs per Broadcaster	857.8	13.1%

Annual Local Hours per Broadcaster by Region

	ITV	General	Total
Northeast	74.4	385.0	459.4
South	297.8	305.1	602.9
Central	78.9	215.2	294.1
West	112.4	242.1	354.5
Outlying	33.5	338.3	371.8

PUBLIC TELEVISION PROGRAM CONTENT: 1974

by

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Corporation for Public Broadcasting

Washington, D.C.: July 1975

FOREWORD

This publication is part of a program of statistical reports on public broadcasting, based on data provided by public television licensees to the Corporation for Public Broadcasting (CPB).

Since 1961 various people and organizations have reported data for a series of volumes called One Week of Educational Television. In 1973 The Corporation for Public Broadcasting issued One Week of Public Television, April 1972. These reports provided an analysis of the content of a specified week of broadcasting by public television stations. The current report is a major departure from the "one week" design. The Corporation and the National Center wanted a representative sample of an entire year of public television content. This report, then, is the first report on the numbers and characteristics of one year of public television content.

The National Center for Education Statistics (NCES) of the Department of Health, Education, and Welfare's Education Division and CPB have supported the design, data collection, and analysis of these reports. Ben Posner, Vice President for Finance and Administration, and Treasurer, CPB, and Boyd Ladd, Assistant Director for Statistical Development, NCES, have represented the two agencies in these endeavors. Data processing was handled by the Information Systems staff at CPB.

Details of the research methodology are presented in Chapter I and in several Appendix sections of this report. The reader may contrast the technique with those used in the "One Week" projects. Many of the basic categories remain the same, but the shift to a yearly base results in different programing profiles. Thus, most comparisons with data from the earlier projects are inappropriate. Future reports will be able to consider trends over time.

We sincerely appreciate the time and information provided by participating organizations.

Henry Loomis
President, Corporation for
Public Broadcasting

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Education Statistics

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As is usual, the author must take the blame for any errors, omissions, or mis-conceptualizations in a report of this kind. I have chosen to exercise editorial judgment in the selection of material to be covered by this report. Some readers will surely find the mass of data to be dull and repetitive; others may find that <u>everything</u> has not been included. To include everything would have required hundreds of tables and a data processing budget far beyond what was available. I hope the report covers all the information that can be of use to those who must guide and understand public television and educational technology. If there is a need for further analysis, the data base remains intact.

N.K.
San Francisco
May 1, 1975

CHAPTER I

METHOD, DEFINITIONS AND CATEGORIES

METHOD (See Appendix III for Details)

Sample Selection

For purposes of this survey, each of 147 PTV broadcasters reported seven predesignated days of program content. The 364 days of the sample year -- January 1 to December 30, 1974 -- were divided into seven segments of 52 days each. Within each segment, each broadcaster was randomly assigned to one of the 52. Thus, the sample for each broadcaster was spread over the entire year, and the sample included programing on all of the 364 days. An additional constraint on the sample was that the seven days selected for each broadcaster had to represent the seven days of the week (Sunday, Monday, Tuesday, etc.), although not necessarily in order. The sample was balanced across days within each broadcaster's seven reports, and the total sample covers an equal number of schedules for each week day. E.g., there are 147 Wednesdays in the sample, with each broadcaster represented one time.

The sample was generated by computer according to the following rules: (1) The 364 days of the sample year were numbered and divided into seven segments of 52 days. (2) Within the first segment each broadcaster was randomly assigned (by a random number generator) one of the 52 dates. (3) For the second segment of the year, each broadcaster was once again randomly assigned one of the 52 dates; however, the date was replaced by another random selection if it fell on the same day of the week as the first sample date. (4) Broadcaster-by-broadcaster sample selection was repeated in this fashion for the remaining segments of the year. Days of the week that had already been chosen for a given broadcaster were not allowed to recur; but the sample was otherwise random within each segment of the year.

In sum, the sample had the following characteristics:

* Each day of the year was represented, and each had an equal probability of being chosen.

* The sample for each broadcaster was spread over the seven segments of the whole year.

* Each broadcaster was sampled once for each day of the week.

* There was an equal number of reports for each day of the week, one for each broadcaster.

Response Rate

The original sampling universe included seven dates for each of 151 broadcasters, 1,057 broadcast-days. The PTV organization in Samoa was unable to participate and three relatively small broadcasters in California, West Virginia, and Illinois failed to respond. In the end, there were data from seven sample dates for each of 147 broadcasters, although 32 broadcast-days represented incomplete data from program logs rather than completed survey forms. Excluding the logs, there was a 94.3% response rate. Including the logs, the response rate was 97.4% of the broadcast-days in the sample. (In fact, 149 mailed responses were required to obtain 147 schedules -- see below. Thus, the rate of response to the mailed survey forms was 149/153, which is rounded to the same 97.4%.)

Estimates of Annual Averages

For each broadcaster that responded, the sample represented 1/52nd of the annual schedule. The estimated annual average of a given phenomenon was thus calculated by multiplying the value obtained by 52. The annual "per broadcaster" average was obtained by multiplying by 52 and dividing by the number of broadcasters. For example, the total sample included 18,509 programs; so the estimated annual average is 18,509 x (52/147) = 6,547 programs per broadcaster in 1974.

Estimates of variance and standard error were computed according to procedures described in Appendix III. The table presented there gives the standard error for various percentages obtained within the sample.

DEFINITIONS

#1 Public Television Licensee

A PTV licensee is an organization holding one or more licenses to operate an educational or non-commercial television station. Licenses have been granted to four types of organizations: community non-profit television organizations; institutions of higher education; local school boards or authorities; and state boards, commissions, or authorities.

#2 Public Television Station

A PTV station is the unit that transmits a single non-commercial television signal on a single channel. Each station has its own transmitter, channel number, and call letters; each serves a community covered by the broadcasting radius of the transmitter (plus translators and cable systems). Thus, the Georgia ETV Network operated stations in eight different locations.

#3 Public Television Broadcaster

A PTV broadcaster is the organization (or organizations) responsible for a single schedule of programs in the non-commercial system. Such schedules can be broadcast by one or many stations, but a single schedule describes a single broadcaster. One licensee may be responsible for two or more different schedules; and in two cases a pair of licensees are jointly responsible for the schedule of a single station. Thus, a "broadcaster" may represent one or more stations, a licensee may represent one or more broadcasters, and a broadcaster may include more than one licensee.

Examples:

* KUAT, channel 6, in Tucson, is a single station operated by a single licensee. It defines a single broadcaster.

* The Georgia ETV Network operates eight stations with a single schedule. It is one licensee and defines a single broadcaster.

* The South Dakota ETV Board holds the licenses for several stations. One group of stations has a single schedule; but KBHE, channel 9, in Rapid City has a different schedule. There is one licensee, but the situation defines two broadcasters.

* In Miami, two licensees share channel 2: the Community TV Foundation and the Dade County School Board. The overall schedule for channel 2 was taken to define a single broadcaster composed of two licensees. A similar situation exists in Oklahoma City, where the school district schedules ITV for channel 13, which is licensed to the state ETV authority. In both cases more than one licensee creates a single schedule; and in both cases survey forms for each sample date had to be sent to a pair of addresses in order to obtain information about one broadcaster.

#3.1 Secondary PTV Broadcasters

The definition of a PTV broadcaster is such that it includes several secondary schedules. A secondary broadcaster is defined by a schedule broadcast for a PTV organization to a community in which that organization already supplies a PTV schedule on a different channel. In One Week of Public Television: April 1972, these secondary schedules were counted as broadcasters in the data analysis. This study separates them from the main analysis of 147 broadcasters, and makes an independent analysis (Appendix II). The following outlines the eight relevant situations:

Community	Broadcaster	Secondary Broadcaster
Miami, Florida	WPBT/WTHS, channel 2 (County Schools)	WLRN, channel 17
Boston, Mass.	WGBH, channel 2	WGBX, channel 44
St. Paul, Minn.	KTCA, channel 2	KTCI, channel 17
Oklahoma City	KETA, channel 13	KOKH, channel 25
Pittsburgh, Pa.	WQED, channel 13	WQEX, channel 16
Richmond, Va.	WCVE, channel 23	WCVW, channel 57
Milwaukee, Wis.	WMVS, channel 10	WMVT, channel 36
Chicago, Ill.	WTTW, channel 11	WXXW, channel 20 (operated only first part of year)

Several points should be made about the secondary broadcasters. They all operate on UHF channels, while all but one of their licensees also operate VHF transmitters in the same communities. There are two other potential secondary broadcasters: KQEC, San Francisco, and WUHY, Philadelphia; but these stations were not in operation in 1974. (WXXW, Chicago, was on the air only during the early part of the year.) Finally, several communities (e.g., New York City and Los Angeles) contain more than one PTV schedule generated by different licensees. In these cases, each schedule has been sampled and included in the analysis of 147 broadcasters. The definition of a secondary broadcaster applies where a single organization is responsible for two schedules in a single community.

The separation of secondary broadcasters into an appendix was made

for logical and empirical reasons. These schedules tend to supplement the service provided by the main channel, and they tend to be shorter. If secondary broadcasters were included in the data analysis as though they were independent, the data would have been distorted: per broadcaster averages would have been lower and trends by budget size would have been artificially skewed. If they had been added to the main schedule (e.g., all programs on WQED and WQEX represent one broadcaster), there would have been similar biases in the other direction.

#4 Broadcaster-Hours of Material

Since the goal of this report was to distill program schedules across the PTV system, it was felt that the primary analyses should be made in terms of broadcasters. This enables the findings to reflect decisions and policies in proportion to their numbers. When analyses are made across stations, the policies of multi-station broadcasters are unjustifiably amplified in relation to the rest of the system.

The data reported here are based on proportions and frequency estimates of two variables. Programs were counted one time for each occurrence. Hours of programing were calculated by adding together minutes of duration for all programs in a category and dividing by 60. The reported duration of each program was rounded to the nearest 5 minutes prior to summation. One reason for this was to correct for inconsistency in reporting. The same PBS-supplied program might be reported as 58 minutes in length by one respondent and 60 minutes by another. Another reason was that filler material, station breaks, and other content that took less than three minutes were excluded. Failure to compensate would result in an artificial reduction in total broadcast hours.

Sample calculations from data collected by the sampling procedure produced estimated "average annual broadcaster hours" of a given type of programing. These have been given emphasis in the report, although in some cases "average annual broadcaster programs" of a particular type are also important.

CATEGORIES OF BROADCASTER TYPES

Four variables were considered in the analysis of data by broadcaster category: budget size, region of the country, "class" of

broadcaster, and population served. Data in the main report represent 147 broadcasters, 149 licensees, and 227 stations. The four variables resulted in the following division of broadcasters:

Budget Size

Five budget categories were created on the basis of CPB adjusted budget figures for Fiscal Year 1973. These categories are being used by the current NCES/CPB analyses for the annual Summary Statistics series of publications. The division by broadcasters follows:

Budget category	Number of broadcasters
Under $150,000	10
$150,000 - $499,999	52
$500,000 - $849,999	36
$850,000 - $2,899,999	39
$2,900,000 or more	10

Broadcasters were assigned to budget categories on the basis of licensee figures. In theory this might have led to complex problems when broadcasters did not coincide with individual licensees. In fact, the five broad categories posed no problems. Taking the sum of the budgets for licensee pairs operating a single schedule left categories unchanged, as did pro-rated (by population) division of budgets in the cases where one licensee was responsible for more than one schedule.

Region of the Country

Five regions were designated on the basis of a category scheme designed to reflect time zones, membership in regional networks, and non-interconnected broadcasters. See Figure 1.1.

Region	States included	Number of broadcasters
Northeast	Me., Vt., N.H., Conn., Mass., R.I., N.Y., Pa., Md., W. Va., N.J., Del., D.C.	31

FIGURE I.1 MAP OF BROADCASTING REGIONS

Region	States included	Number of broadcasters
Central	Ohio, Ind., Mich., Ill., Wis., Minn., N.D., S.D., Neb., Kan., Iowa, Mo.	43
South	Va., Ky., N.C., S.C., Tenn., Ga., Fla., Ala., Miss., La., Ark., Texas, Ok.	37
West	Mont., Wyo., Col., N.M., Ariz., Utah, Idaho, Wash., Ore., Nev., Calif.	30
Outlying	Hawaii, Alaska, Guam, Puerto Rico, Virgin Islands	6

Class of Broadcaster

In the past this variable has been called "Licensee Type"; however, since licensees were not the unit of analysis and since some conflicts had to be resolved, this report defines four "Classes" of broadcaster:

Class name	Definition	Number of broadcasters
School board	Schedule represents stations licensed to a local school board, district or authority. (Miami and Oklahoma City not included).	20
Community	License held by independent foundation or corporation free from government or institutional financial affiliation. (Includes channel 2, Miami).	50
State system	License held by state authority, agency, board, or commission or multiple-station state system licensed through another statewide entity (e.g., state university). Includes Guam, Puerto Rico, and Virgin Islands; includes single-station state-licensed systems (e.g., R.I.); includes	30

Class name	Definition	Number of broadcasters
State system (cont'd.)	states with more than one independent broadcaster (e.g., W. Va.); includes the network in Maine--where state-wide system is run through a university license; includes Oklahoma and Connecticut.	30
University	License held by institutions of higher education (university, college, junior/community college), except when operated as a state network.	46

One broadcaster does not in any way resemble either a state system or a school board station; it was licensed to a municipal government. Rather than force it into an arbitrary category, we have not put it into any of them. Thus, analyses by "Class" include only 146 broadcasters.

Population Served

Five population ranges were taken from the category scheme developed in One Week of Public Television, April 1972. However, two new nominal categories were created to better suit the nature of the broadcasters. First, it was decided that broadcasters with more than one station should not be grouped by population. The population variable was supposed to be a continuum from small towns to large cities, and putting multi-station networks into a category that was intended to indicate cities appeared to be inappropriate. Thus, a category called "Multiple" was added to the scheme. It includes all broadcasters with schedules transmitted by more than one station. It does not include all "State Systems," since some operate independent schedules for single stations.

Second, it was decided that it would be inappropriate to include the second or third PTV broadcaster in a metropolitan area. The reasoning was that these broadcasters, although they are not "secondary" by definition, operate under different programing philosophies and priorities from those of PTV broadcasters providing the main service to a community of a given size. (The main service

was defined as that provided by the lowest channel number. This definition corresponds to the author's knowledge of the situation in the eight communities involved.) Thus, 12 broadcasters were placed in an "Overlapped" category, while the eight "overlapping" broadcasters were placed in categories representing the population of their communities.

Population served	Number of broadcasters
Below 130,000 people	20
130,000 to 299,999 people	17
300,000 to 599,999 people	24
600,000 to 1,199,999 people	34
1,200,000 or more people	22
Overlapped	12
Multiple stations	18

A Final Note

This analysis is the first of its type. Although it derives a great deal from earlier One Week studies of public television content, it cannot be compared with them to derive changes over time. The earlier studies collected information for specified sample weeks. This project reflects the entire year, including summer, holidays, and days on which some stations were involved with fund-raising auctions. It should provide a more accurate profile of PTV activity for the year than the earlier methodology.

CHAPTER II

THE PTV SYSTEM IN 1974

SIZE OF THE SYSTEM

In 1974 the public television system (excluding American Samoa) had 238 stations in operation. Growth since 1961 is shown in Figure II.1. Data from this survey indicate that PTV stations broadcast slightly more than one million station-hours during the course of the year. (Secondary broadcasters are discussed in Appendix I.) This survey examines annual PTV programing across the 147 schedules sampled over the entire year.

The average broadcaster offered 6,547 PTV programs covering 3,872 hours in 1974. As Figure II.2 and Table II.1 indicate, those broadcasters providing the greatest number of annual hours had higher budgets, were located in the northeast and the south, were licensed to community organizations and state systems, and served larger populations. The key variable appears to be budget size. Broadcasters with more available funds were on the air longer than those with less funds.

Detailed examination indicates that time periods during which there is a PBS feed show the least fluctuation across budget categories. Table II.2 reveals that differences in prime-time and in the weekday-after-school period are minimal when compared to differences during other weekend hours or during school hours. PTV broadcasters with more money were able to provide considerably more programing at times when there was no PBS interconnected feed. Figure II.3 reveals that the difference across budget categories is sharpest on days when school is not in session -- weekends and vacation periods.

Other data indicate that use of non-PBS material helps explain a great deal of the variation in total broadcast hours. Broadcasters in the highest budget category provided 2,421 more hours per year than those in the lowest budget category. But those in the highest budget category used only 836 more hours from PBS. Conversely, PBS accounted for 75% of the hours in the lowest budget category -- the percentage fell from there to 66%, 61%, 59%, and 56% in the highest budget category. The point is that more affluent broadcasters were able to provide additional hours by adding local programs and acquisitions to what was provided by the national service.

FIGURE II.1 PUBLIC TELEVISION STATIONS, 1961-1974

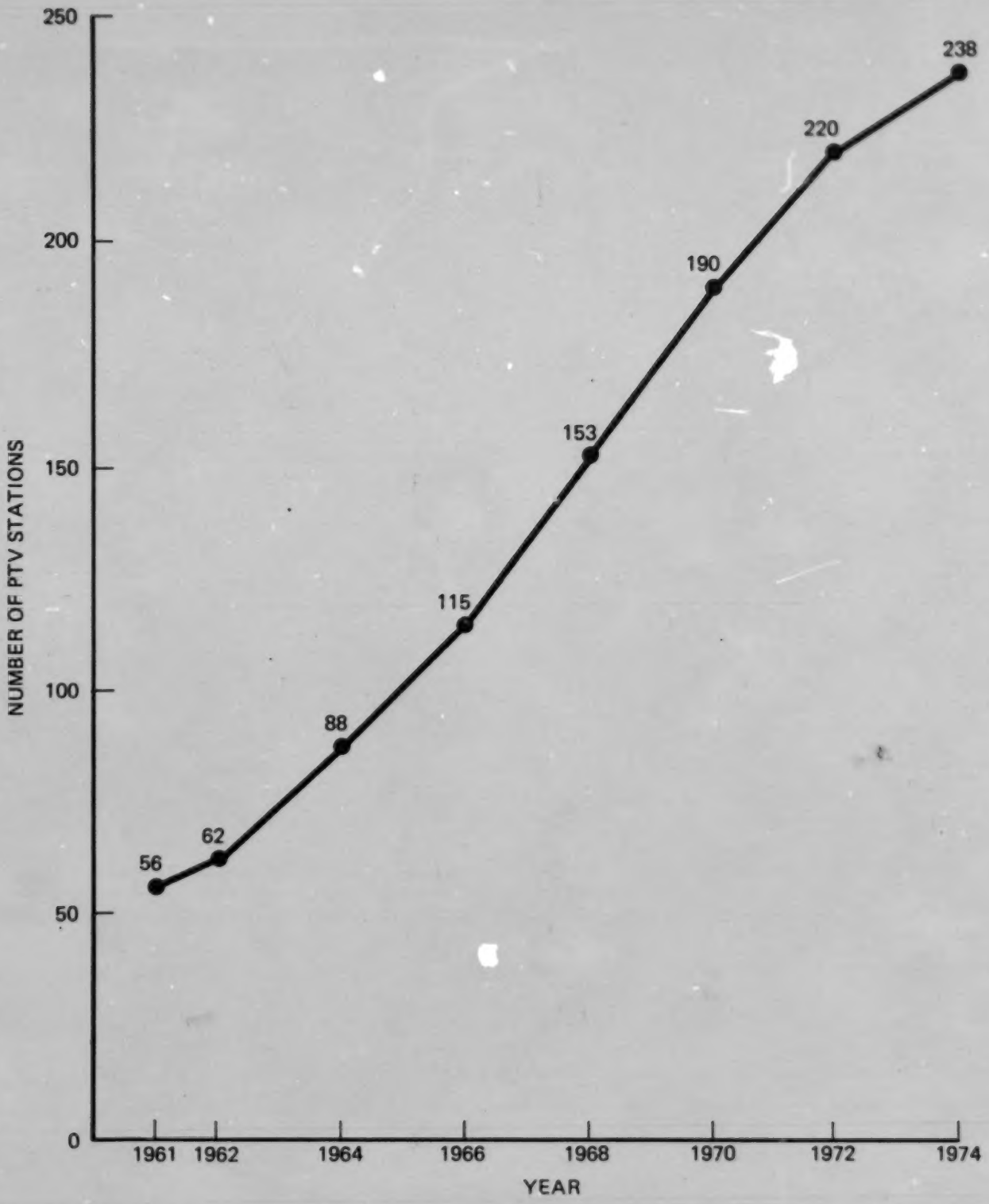
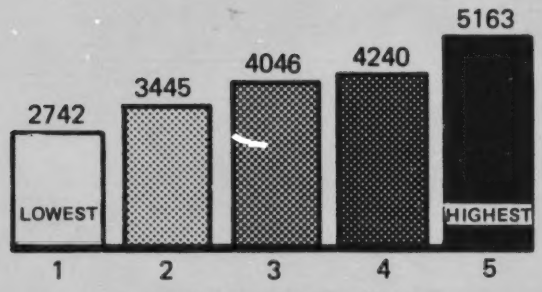
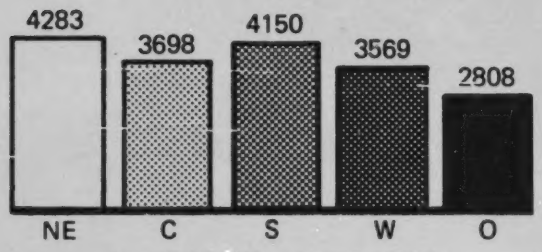


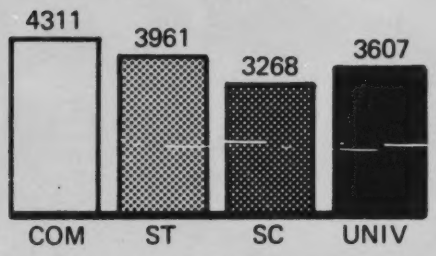
FIGURE II.2 AVERAGE ANNUAL HOURS PER BROADCASTER BY CATEGORY



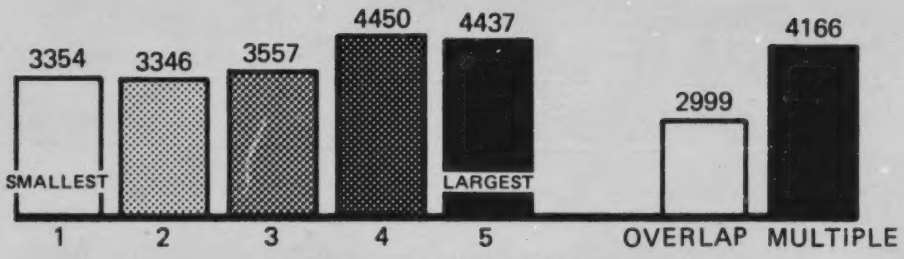
A. BUDGET CATEGORY



B. REGIONAL CATEGORY



C. CLASS



D. POPULATION SERVED

NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

COM = COMMUNITY
ST = STATE
SC = SCHOOL
UNIV = UNIVERSITY

TABLE II.1

Average Annual Hours and Programs Per Broadcaster by Region, Class, Budget and Population

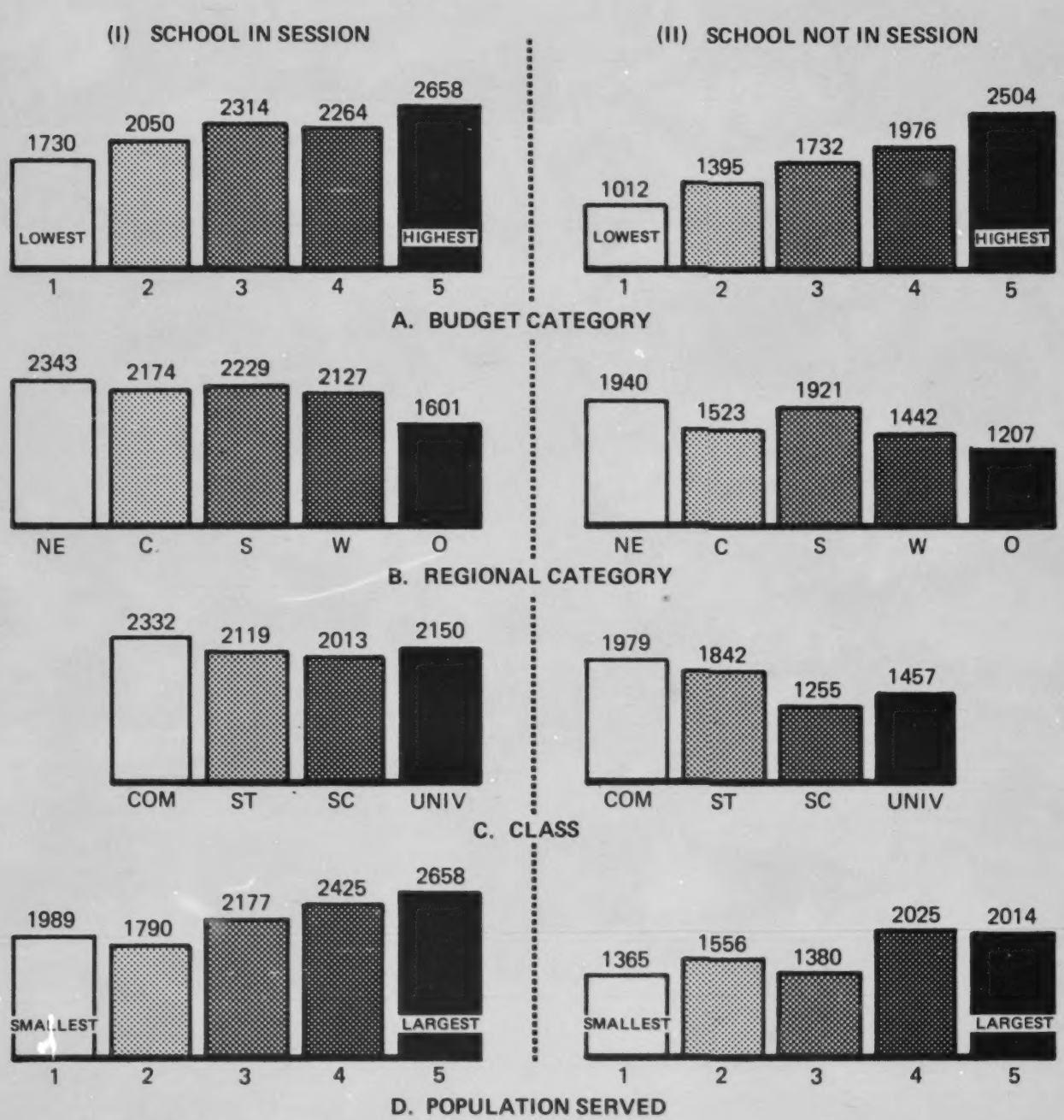
CATEGORY	N	HOURS	PROGRAMS
All Broadcasters	147	3872	6547
REGION			
Northeast	31	4283	7349
South	37	4150	7035
Central	43	3698	6271
West	30	3569	5966
Outlying	6	2808	4281
CLASS			
School Board	20	3268	5845
Community	50	4311	7196
State System	30	3961	6971
University	46	3607	5902
BUDGET SIZE			
Below $150,000	10	2742	4638
$150- 499,999	52	3445	5651
$500- 849,999	36	4046	7046
$850-2,899,999	39	4240	7224
Over 2,900,000	10	5163	8684
POPULATION SERVED			
Below $130,000	20	3354	5413
130- 299,999	17	3346	5551
300- 599,999	24	3557	6032
600- 1,199,999	34	4450	7387
Over 1,200,000	22	4437	7417
Overlapped	12	2999	5542
Multiple Stations	18	4166	7456

TABLE II.2

Average Annual Hours per Broadcaster by Daypart and Broadcaster Type

	DAYPART							
	WEEKEND			WEEKDAY				
CATEGORY	Before Prime	Prime	Post-Prime	Pre-School	School	Post-School	Prime	Post-Prime
All Broadcasters	511	314	43	77	1014	891	883	136
REGION								
Northeast	630	334	39	56	1178	1049	874	124
South	623	361	46	95	1087	888	917	137
Central	440	274	52	70	976	847	891	148
West	378	311	32	93	960	821	867	104
Outlying	396	270	65	0	331	767	744	239
CLASS								
School Board	265	245	36	39	912	843	820	111
Community	668	354	47	95	1160	935	897	147
State System	543	309	44	79	1062	903	875	143
University	429	310	43	69	884	851	905	115
BUDGET								
Below $150,000	200	293	5	22	595	751	820	58
$150- 499,999	393	282	31	52	865	834	854	127
$500- 849,999	506	324	53	69	1157	894	931	113
$850-2,899,999	661	339	42	85	1081	984	890	161
Over-2,900,000	862	382	98	243	1445	981	924	227
POPULATION								
Below $130,000	386	282	37	54	731	828	896	141
130- 299,999	422	304	33	43	810	790	837	107
300- 599,999	381	295	46	53	914	857	847	167
600- 1,199,999	699	352	53	89	1286	908	935	134
Over-1,200,000	661	382	53	133	1127	981	914	182
Overlapped	231	189	12	27	888	891	741	21
Multiple Stations	567	329	46	92	1112	962	929	113

FIGURE II.3 AVERAGE ANNUAL HOURS PER BROADCASTER ON DAYS WHEN SCHOOL IS IN SESSION AND DAYS WHEN SCHOOL IS NOT IN SESSION



NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

COM = COMMUNITY
ST = STATE
SC = SCHOOL
UNIV = UNIVERSITY

Among the phenomena recorded by this survey were the sample days on which broadcasters were off the air. Thirty-seven such "dark" days were reported, 3.6% of the broadcaster-days in the sample. The breakdown of "dark" days reported was as follows:

	Saturdays	Sundays	Weekdays	Total
Up to June 5th	18	8	3	29
June 6th to December 30th	3	1	4	8
TOTAL	21	9	7	37

In the first three segments of the year (i.e., from January 1 to June 5), there were 29 "dark" broadcaster-days, of which 18 fell on Saturday and eight fell on Sunday. Thus, during this period more than a quarter of all broadcasters surveyed (28.6%) did not broadcast on Saturdays and one out of every eight (12.7%) did not transmit anything on Sundays. During the last four segments of the year (June 6 to December 30), only eight broadcaster-days (1.4%) were dark. The CPB policy requiring full week schedules had taken effect. It should be noted that most of the later "dark" days and the few dark weekdays in the early part of the year were due to technical matters: power failures and moving to new transmitters or facilities. (Most broadcasters voluntarily attached explanatory notes.) In two cases, overlapped school board stations were off the air during summer vacation.

Simple analysis shows that stations that were dark on Saturdays and Sundays in the first part of the year tended to be from the lowest two budget categories. Thus, there is another perspective on the differences in average annual broadcast hours by budget category -- less affluent broadcasters were frequently off the air on weekends in the early part of the year.

A final perspective on total broadcaster hours is provided by Table II.3., which gives average weekly broadcaster hours for three different parts of the year. The average broadcaster transmitted 75.3 hours from January 1 to June 5, 63.1 hours from June 5 to September 17, and 84.6 hours from September 18 to December 30. Two key phenomena are clear from this: (1) daytime broadcasting declines sharply during summer months (school vacation); and (2) PTV broadcasters offered more hours or material per week at the start of the 1974-75 television season than they had been offering

TABLE II.3

Average Hours per Week by Time of Year

CATEGORY	JAN 1 TO JUNE 5	JUNE 6 TO SEPT 17	SEPT 18 TO DEC 30
All Broadcasters	75.3	63.1	84.6
REGION			
Northeast	85.0	70.7	90.0
South	82.3	67.0	88.8
Central	70.7	59.2	83.7
West	68.0	57.6	80.5
Outlying	50.4	55.1	58.4
CLASS			
School Board	61.4	52.0	76.0
Community	85.6	68.7	93.1
State System	76.7	66.1	85.4
University	69.1	60.0	79.2
BUDGET			
Below $150,000	47.9	50.3	62.4
$150- 499,999	65.8	52.9	80.3
$500- 849,999	80.3	63.5	88.4
$850-2,899,999	83.2	73.0	87.6
Over-2,900,000	102.7	89.2	104.3
POPULATION			
Below $130,000	66.9	54.4	71.1
130- 299,999	59.8	59.0	76.6
300- 599,999	69.5	54.0	81.1
600- 1,199,999	86.2	73.7	96.5
Over-1,200,000	90.5	71,4	91.5
Overlapped	52.9	47.0	75.5
Multiple Stations	82.5	69.3	87.5

at the end of the 1973-74 television season.

To a large extent, the latter point reflected new CPB requirements for a full weekly schedule. It is also amplified by data in Table II.4 that reveal broadcasters in the lower budget categories added more weekly hours than broadcasters in the higher budget categories. The net effect was that the difference in total broadcast hours was less sharp in the later part of the year than it had been in the early part of the year.

WHEN ARE PROGRAMS ON?

The questions of time of day and day of week are covered in the discussion of specific program types presented in later chapters of this report. However, Figures II.4 and II.5 provide a brief overview of the division of all programing.

Broadcast hours were divided almost evenly among three parts of the day: school hours/weekend daytime (32.9%); after school hours/ weekend late afternoon (29.1%); and prime time (31.0%). Naturally, these proportions have been influenced by fluctuations over time-of-year and days when school was not in session; they reflect the overall averages for 1974. It is noteworthy that proportions of programs do not match proportions of hours: ITV programs broadcast during school hours (and mostly on weekdays) are frequently 15 or 20 minutes in length; they produce a higher proportion counted program-by-program in comparison with half-hour or hour-long prime-time programs.

Similarly, analysis by programs produces lower proportions on weekends than analysis by hours of material. But, by either technique, Saturday and Sunday proportions are each well below 1/7th of the total broadcast schedule. It is perhaps surprising to note that Saturday accounts for more material than Sunday, even though there were significantly more "dark" Saturdays in the sample.

PRODUCTION, DISTRIBUTION, AND TRANSMISSION

In public television there is a distinction between the producer of a program and the distributor of that program; the distinction is such that data regarding one variable cannot be used to determine facts about the other. Material "produced in our facilities," for example, may have been sent off to PBS or a regional network for distribution. Figures II.6 and II.7 present an overview of the

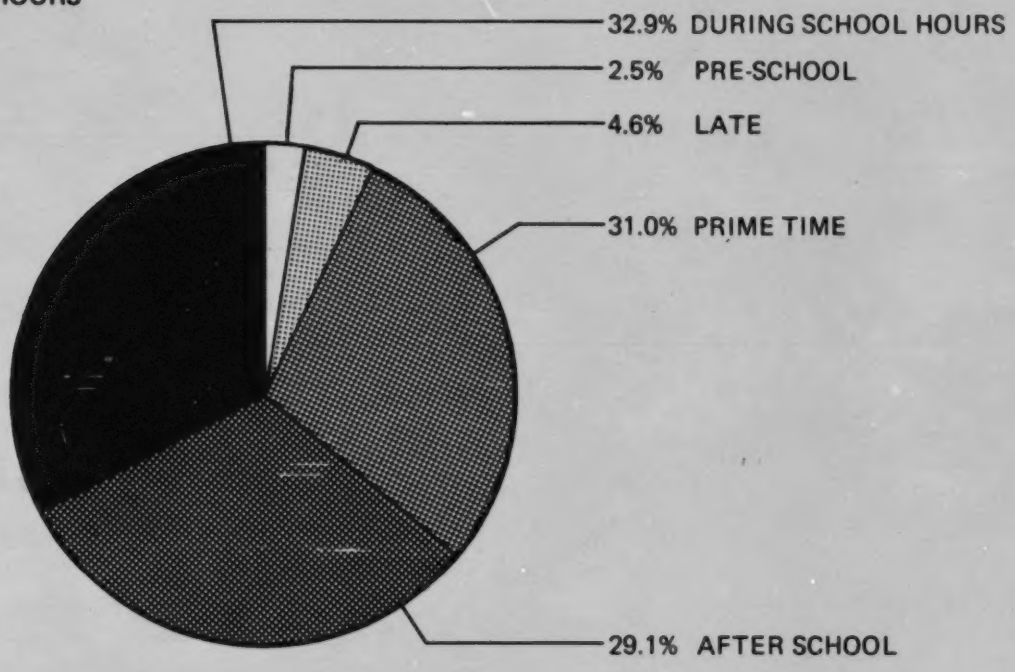
TABLE II.4

Average Annual Hours and Percentage of Total Hours Broadcast on Days When Schools are in Session by Broadcaster Type

#	CATEGORY	(A) ANNUAL HOURS		(B) % OF TOTAL HOURS	
		School-In-Session	Not-In-Session	School-In-Session	Not-In-Session
18349	All Broadcasters	2184	1688	56.4%	43.6%
	REGION				
4343	Northeast	2343	1940	54.7%	45.3%
4941	South	2229	1921	53.7%	46.3%
5153	Central	2174	1523	58.8%	41.2%
3420	West	2127	1442	59.6%	40.4%
492	Outlying	1601	1207	57.0%	43.0%
	CLASS				
2238	School Board	2013	1255	61.6%	38.4%
6862	Community	2332	1979	54.1%	45.9%
3973	State System	2119	1842	53.5%	46.5%
5177	University	2150	1457	59.6%	40.4%
	BUDGET				
889	Below $150,000	1730	1012	63.1	36.9
5593	$150- 499,999	2050	1395	59.5	40.5
4840	$500- 849,999	2314	1732	57.2	42.8
5367	$850-2,899,999	2264	1976	53.4	46.6
1660	Over-2,900,000	2658	2504	51.5	48.5
	POPULATION				
2076	Below $130,000	1989	1365	59.3	40.7
1800	130- 299,999	1790	1556	53.5	46.5
2757	300- 599,999	2177	1380	61.2	38.8
1765	600- 1,199,999	2425	2025	54.5	45.5
3122	Over-1,200,000	2423	2014	54.6	45.4
1275	Overlapped	2051	948	68.4	31.6
2554	Multiple Stations	2179	1987	52.3	47.7

FIGURE II.4 PERCENTAGE OF HOURS AND PROGRAMS BY TIME OF DAY (N=18345)

A. HOURS



B. PROGRAMS

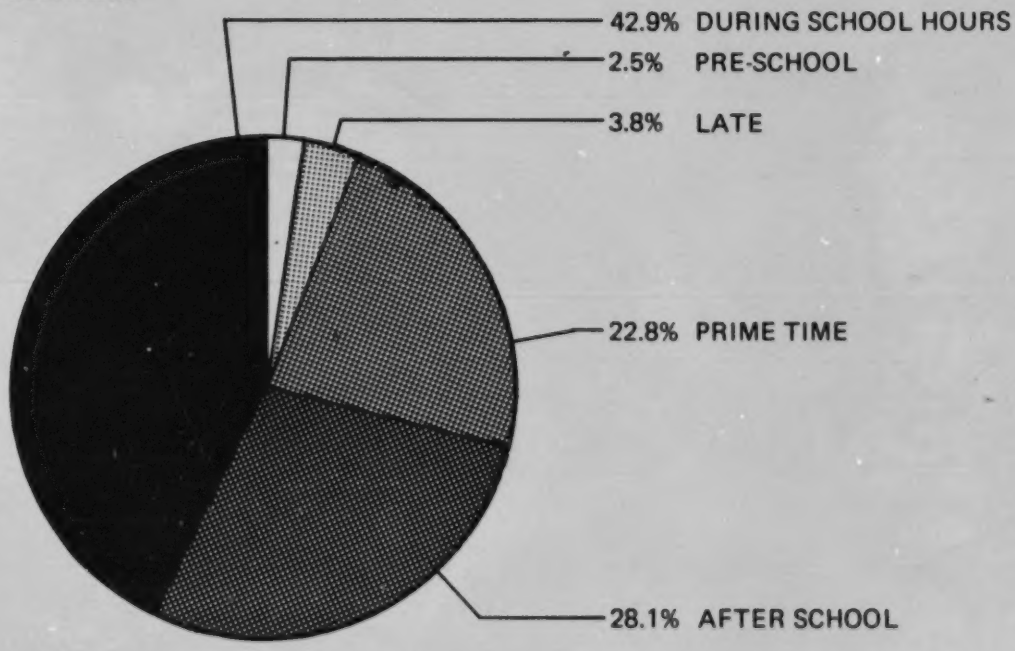
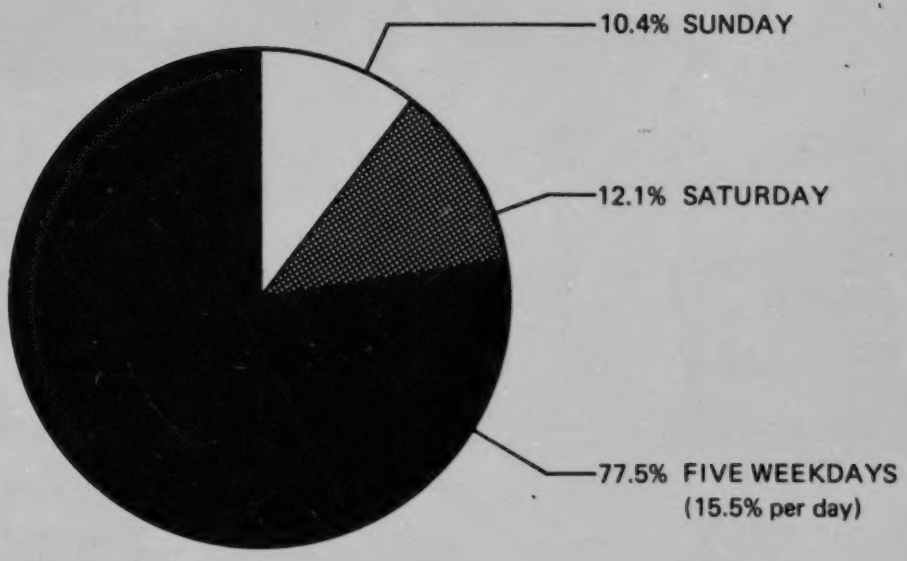


FIGURE II.5 PERCENTAGE OF HOURS AND PROGRAMS BY DAY OF WEEK

(N=18507)

A. HOURS



B. PROGRAMS

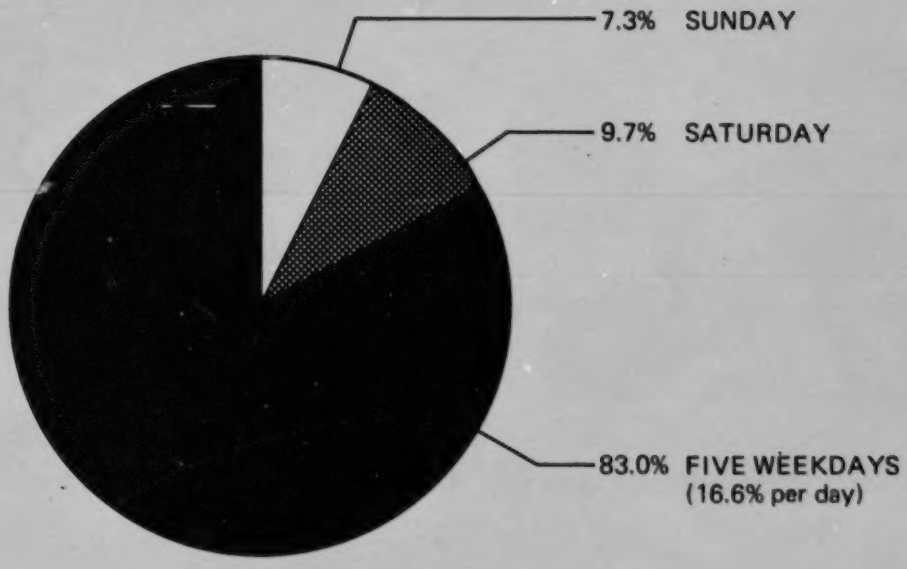


FIGURE II.6 PERCENTAGE OF HOURS AND PROGRAMS BY PRODUCER
(N=18375)

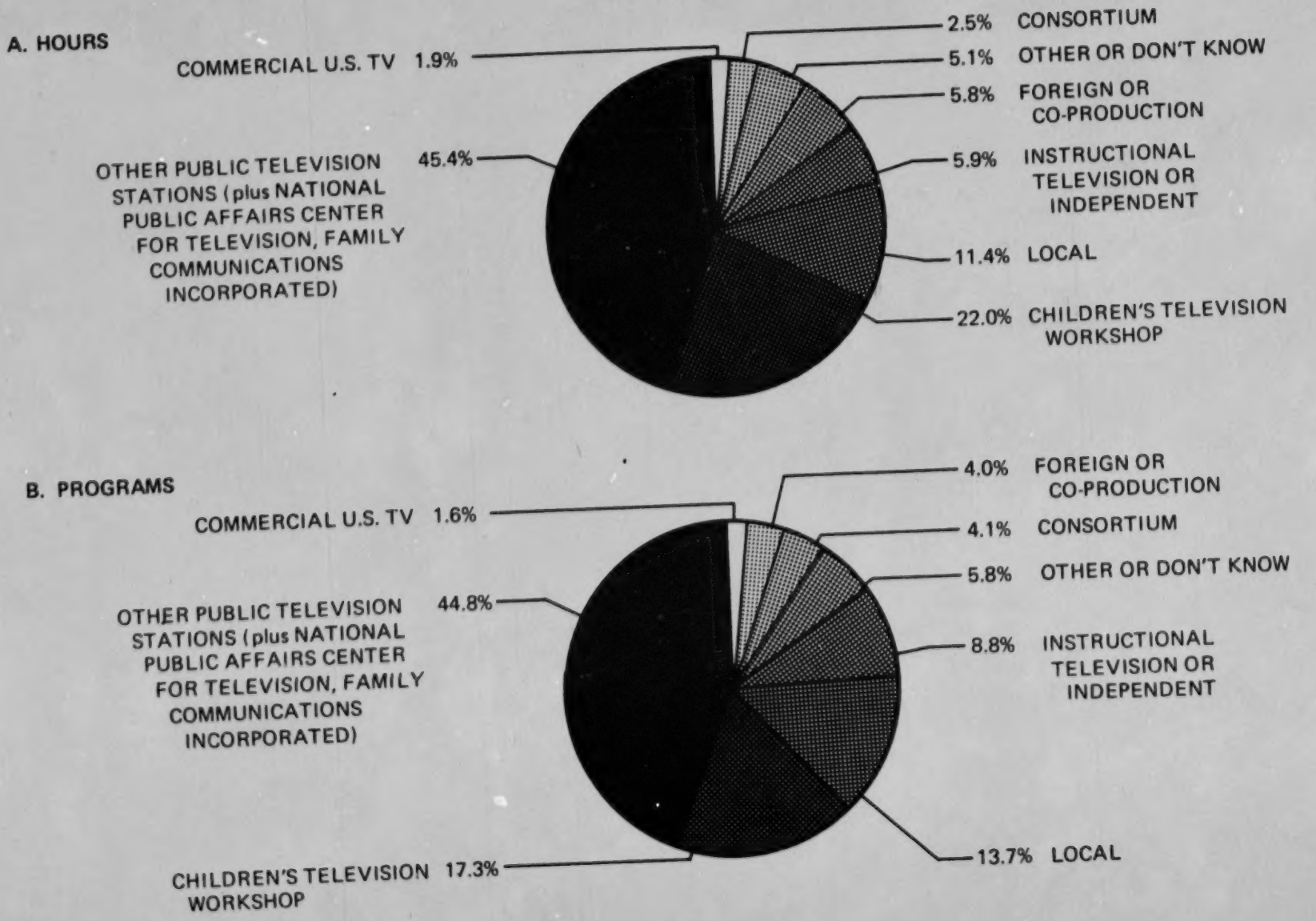

A. HOURS
COMMERCIAL U.S. TV 1.9%
OTHER PUBLIC TELEVISION STATIONS (plus NATIONAL PUBLIC AFFAIRS CENTER FOR TELEVISION, FAMILY COMMUNICATIONS INCORPORATED) 45.4%
2.5% CONSORTIUM
5.1% OTHER OR DON'T KNOW
5.8% FOREIGN OR CO-PRODUCTION
5.9% INSTRUCTIONAL TELEVISION OR INDEPENDENT
11.4% LOCAL
22.0% CHILDREN'S TELEVISION WORKSHOP
B. PROGRAMS
COMMERCIAL U.S. TV 1.6%
OTHER PUBLIC TELEVISION STATIONS (plus NATIONAL PUBLIC AFFAIRS CENTER FOR TELEVISION, FAMILY COMMUNICATIONS INCORPORATED) 44.8%
CHILDREN'S TELEVISION WORKSHOP 17.3%
4.0% FOREIGN OR CO-PRODUCTION
4.1% CONSORTIUM
5.8% OTHER OR DON'T KNOW
8.8% INSTRUCTIONAL TELEVISION OR INDEPENDENT
13.7% LOCAL

FIGURE II.7 PERCENTAGE OF HOURS AND PROGRAMS BY DISTRIBUTION

(N=18424)

A. HOURS

EXCHANGE FROM OTHER STATION 1.7%

PUBLIC BROADCASTING SERVICE 62.1%

2.1% PUBLIC TELEVISION LIBRARY OR NATIONAL EDUCATIONAL TELEVISION

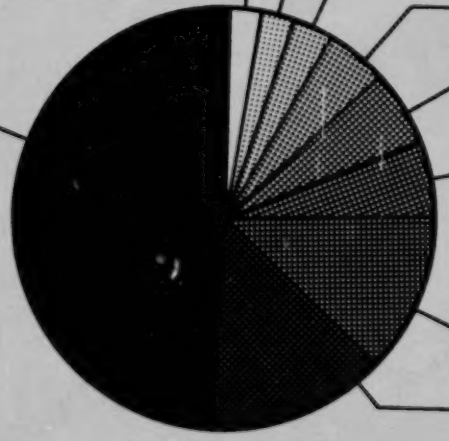
5.3% OTHER OR DON'T KNOW

7.7% NATIONAL INSTRUCTIONAL TELEVISION CENTER (2.9%), GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY (1.7%) or other INSTRUCTIONAL TELEVISION (3.1%)

9.6% REGIONAL NETWORK

11.3% LOCAL

B. PROGRAMS



PUBLIC TELEVISION LIBRARY OR NATIONAL EDUCATIONAL TELEVISION 2.5%

EXCHANGE FROM OTHER STATION 2.3%

PUBLIC BROADCASTING SERVICE 49.7%

3.1% GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY

4.9% OTHER INSTRUCTIONAL TELEVISION

5.7% NATIONAL INSTRUCTIONAL TELEVISION CENTER

5.8% OTHER OR DON'T KNOW

12.4% REGIONAL NETWORK

13.6% LOCAL

major sources of PTV production and distribution in 1974 and Table II.5 shows the relation of producers to broadcaster categories.

Public television stations produced at least 59.3% of the hours put on the air by PTV broadcasters: of this, 45.4% was produced by "other" stations, including the National Public Affairs Center for Television (NPACT), which is part of WETA and Family Communications, Inc. (FCI), which was originally part of WQED; 11.4% was produced in the broadcasters' own "local" facilities; and 2.5% was produced by consortia of broadcasters. In addition, the "foreign or co-production category" includes programs for which PTV stations were at least partial producers. Once again, the differences between proportions of hours and proportions of programs reflected the shorter average duration of instructional programs -- producers of such material represent a higher proportion of programs than of hours.

Figure II.6 indicates that the major source of PTV broadcast hours was "other PTV stations" and organizations (45.4%). Second was the Children's Television Workshop, which produced 22% of all broadcaster-hours aired in 1974; other proportions are shown in the figure. Table II.6 presents percentages of hours by producer by broadcaster category. It reveals one meaningful fact -- broadcasters in higher budget categories reported higher proportions of locally produced material than broadcasters in lower budget categories. (Chapter VIII deals more thoroughly with the details of local production.)

The data presented in Figure II.7 reveal that PBS distributed 61.2% of all broadcaster-hours aired in 1974. Since programs distributed by the national service tended to be longer (average length 44 minutes) than all other programs (average length 27 minutes), PBS distributed a somewhat lower proportion of all programs. Nevertheless, PBS is the dominant distribution source whether the measurement is in hours or programs. Local material is the second most frequent source (11.3%), followed by regional networks (9.6% of hours).

Methods of transmission tend to parallel sources of distribution. See Figure II.8. Direct use of interconnection accounted for 45.7% of all air time, and material taped from interconnection for later use accounted for another 17.8%. (Regional networks, especially the Eastern Educational Television Network [EETN], provide interconnected service; PBS is not the only source.) Bicycled tape accounted for 19.0% of broadcaster-hours; local broadcaster material accounted for 12.1%; and film chains, retransmission of signals received off air from other broadcasters, and other techniques accounted for relatively little air time.

TABLE II.5

Percentage of Programs by Producer by Broadcaster Category

#	CATEGORY	Local	Consortium Including Local Station	Consortium Other	CTW	Foreign or Co-Prod.	PTV Stn., Organ-ization	ITV or Inde-pend.	Com-mercial U.S.	Other or Don't Know	Total
	REGION										
4366	Northeast	11.7	0.6	3.5	15.3	5.4	49.8	8.5	1.7	3.5	100%
4952	South	19.9	1.2	2.7	16.9	3.4	40.7	7.9	1.4	6.1	100%
5158	Central	9.9	1.5	2.4	17.9	3.3	47.0	8.9	1.9	7.2	100%
3409	West	12.6	1.2	3.8	18.5	3.9	42.0	10.6	1.4	6.0	100%
490	Outlying	17.6	0.2	1.4	24.3	4.9	37.1	5.5	0.0	9.0	100%
	CLASS										
2234	School Board	17.5	1.1	4.0	17.7	4.0	42.6	7.1	1.6	4.4	100%
6897	Community	12.2	1.1	3.3	17.2	4.1	45.4	9.0	1.7	2.8	100%
3992	State System	15.8	1.7	3.1	15.6	4.0	44.8	8.8	1.4	4.9	100%
5153	University	12.3	0.7	2.0	18.7	3.8	44.8	9.2	1.7	6.9	100%
	BUDGET										
888	Below $150,000	7.8	0.2	4.6	20.8	4.5	47.3	6.8	0.7	7.3	100%
5596	$150- 499,999	9.7	0.6	2.5	18.3	4.0	47.5	7.8	1.5	8.0	100%
4834	$500- 849,999	14.4	2.0	3.3	16.8	3.7	45.5	8.6	1.8	3.9	100%
5392	$850- 2,899,999	16.1	1.3	2.8	16.5	4.3	41.1	10.6	1.8	5.5	100%
1665	Over- 2,900,000	21.1	0.0	3.2	15.9	3.5	43.6	7.5	1.1	4.1	
	POPULATION										
2075	Below $130,000	7.4	0.5	1.5	20.5	4.4	47.7	7.4	1.1	9.6	100%
1783	130- 299,999	9.6	0.8	3.3	18.4	3.3	47.6	11.1	1.7	4.1	100%
2756	300- 599,999	10.2	0.5	3.7	17.7	4.1	46.2	7.9	1.9	7.8	100%
4806	600- 1,199,999	14.2	1.6	2.7	17.2	3.5	45.9	7.9	1.8	5.2	100%
3111	Over- 1,200,000	15.3	0.6	2.9	18.0	4.8	41.7	10.3	1.9	4.5	100%
1277	Overlapped	24.2	1.5	2.7	13.9	4.0	40.5	6.8	0.9	5.4	100%
2567	Multiple Stations	17.6	1.8	3.9	14.5	3.9	42.6	9.8	1.2	4.7	100%

TABLE II.6

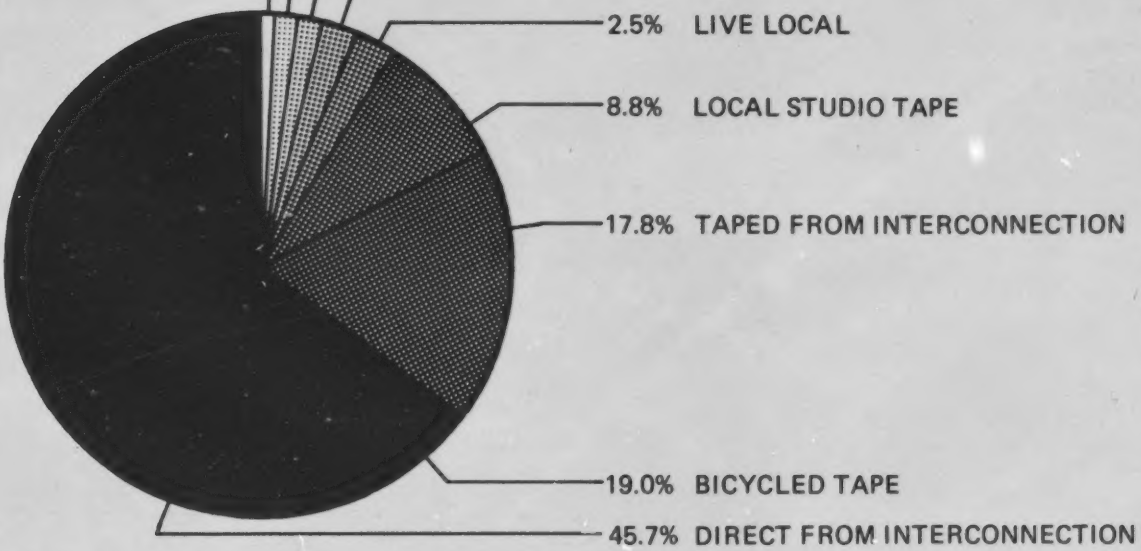
Percentage of Hours by Producer by Broadcaster Category

#	CATEGORY	Local	CONSORTIUM Including Local Station	CONSORTIUM Other	CTW	Foreign or Co-Prod.	PTV Organ-ization	ITV or Inde-pend.	Com-mercial U.S.	Other or Don't Know	Total
	REGION										
4366	Northeast	11.4	.6	1.9	19.7	6.8	48.1	5.9	2.4	3.3	100%
4952	South	14.9	.9	1.7	21.5	5.2	42.7	5.9	1.6	5.7	100%
5148	Central	8.5	.9	1.4	23.0	5.1	47.5	5.8	2.3	5.5	100%
3409	West	10.3	.8	2.4	23.3	6.2	44.5	6.4	1.3	4.9	100%
430	Outlying	13.2	1.1	1.0	27.4	7.6	35.9	3.1	0.0	10.6	100%
	CLASS										
2234	School Board	12.4	.7	2.6	23.2	6.3	44.8	4.3	1.6	4.0	100%
6897	Community	11.1	.8	1.9	21.7	5.7	45.2	6.3	2.0	5.2	100%
3992	State System	12.6	1.3	1.8	20.6	5.6	44.9	6.3	1.9	5.0	100%
5153	University	10.1	.5	1.1	23.2	5.8	46.3	5.7	1.8	5.5	100%
	BUDGET										
888	Below $150,000	5.9	.1	3.3	26.8	7.3	46.4	4.0	.6	5.5	100%
5596	$150- 499,999	9.0	.5	1.4	22.6	6.1	47.4	4.9	1.6	6.5	100%
4834	$500- 849,999	11.0	1.3	1.8	21.9	5.2	46.5	6.1	2.1	4.1	100%
5392	$850-2,899,999	12.9	1.1	1.7	21.1	6.1	42.7	7.1	2.5	4.7	100%
1665	Over-2,900,000	18.5	0.0	2.0	20.4	4.8	44.0	5.5	1.3	3.6	100%
	POPULATION										
2075	Below $130,000	6.5	.2	.8	25.1	7.2	47.2	4.5	1.0	7.5	100%
1783	130- 299,999	8.9	.6	2.1	22.9	5.2	48.1	6.7	2.3	3.3	100%
2756	300- 599,999	8.9	.3	1.9	22.8	6.2	45.7	4.8	2.0	7.4	100%
4806	600- 1,199,999	11.3	1.3	1.7	21.4	5.1	46.4	5.9	2.3	4.6	100%
3111	Over- 1,200,000	13.1	.6	1.6	23.0	6.0	42.8	6.8	2.0	4.1	100%
1277	Overlapped	20.6	1.2	1.6	18.4	6.0	42.6	4.4	.9	4.2	100%
2567	Multiple Stations	14.0	1.4	2.3	19.3	5.6	44.4	7.1	1.7	4.2	100%

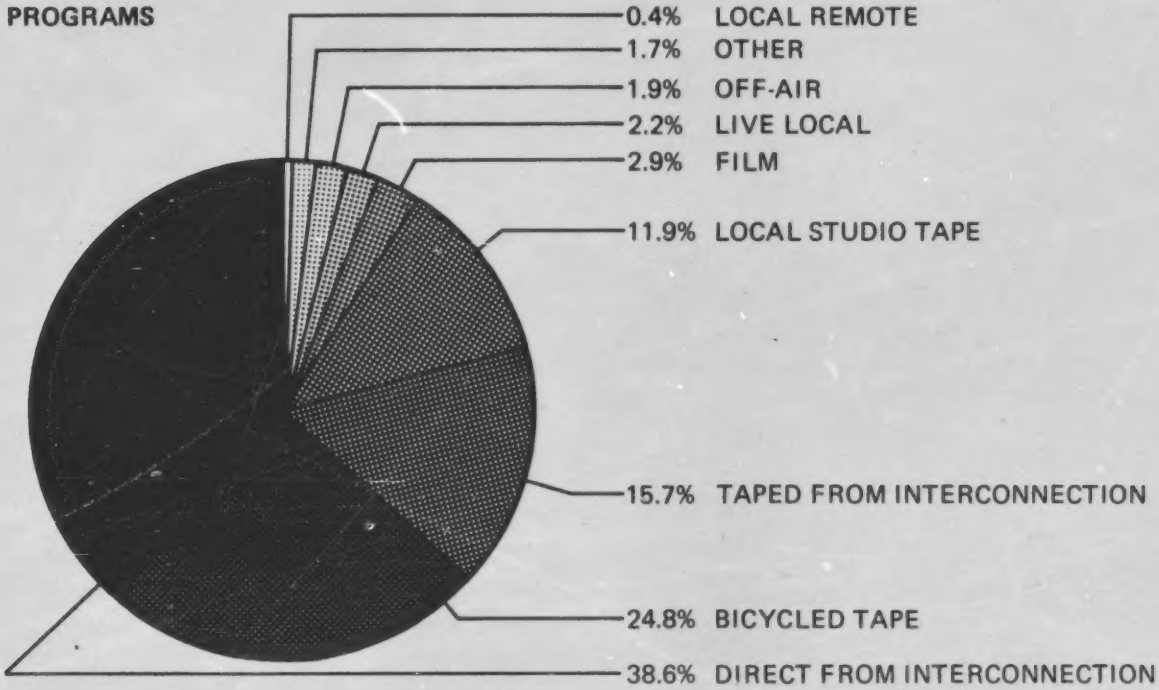
FIGURE II.8 PERCENTAGE OF HOURS AND PROGRAMS BY TRANSMISSION TECHNIQUE

(N=17722)

A. HOURS



B. PROGRAMS



Source of distribution and method of transmission data show wide variations over broadcaster categories, especially region of the country and budget category. Details are presented in Tables II.6 through II.9. The basic facts can be outlined quickly.

Percentage of hours distributed or transmitted

Broadcaster category	Local distribution	PBS	Regional network	Interconnect	Tape interconnect	Tape bicycle
Northeast	11.1%	54.7%	21.4%	58.0%	13.5%	13.2%
South	15.2	59.9	4.7	42.9	17.8	17.2
Central	8.3	64.6	9.8	45.2	18.8	20.5
West	10.1	68.9	2.9	41.5	23.5	18.3
Outlying	14.2	73.1	0.2	0.0	0.0	82.7
below $150,000	5.9	74.7	8.5	66.3	5.5	6.5
$150,000-499,999	8.9	66.0	7.7	48.1	17.0	19.8
$500,000-849,999	11.2	61.3	10.7	49.1	17.3	18.0
$850,000 - $2,899,999	13.1	58.5	10.6	40.5	18.7	21.3
over $2,900,000	17.3	55.8	10.0	33.5	25.8	18.7

First, broadcasters in the northeast made much greater use of their regional and intra-state networks than broadcasters in other regions. (The definition of "state/regional network" included intra-state network arrangements where several broadcasters in a state exchanged or distributed material for independent schedules. State networks that defined a single broadcaster counted such intra-state distribution as "from our facilities," which has been called "local" for brevity.) This use of the EETN allowed northeastern broadcasters to take a lower proportion of PBS material than broadcasters in other regions. The northeastern broadcasters were also able to use a higher proportion of direct interconnection and a lower proportion of material taped from interconnect or distributed via bicycled tape.

Second, there are clear variations across budget categories. The more affluent broadcasters use more material from their own facilities; consequently, a lower total number of hours comes from PBS. More affluent broadcasters are the least frequent users of direct interconnection, but they displayed the greatest proportion of hours that had been taped from interconnection for later airing. This last phenomenon reflects two factors: more affluent broad-

TABLE II.7

Percentage of Programs by Distribution by Broadcaster Category

#	CATEGORY	Local	Ex-change	Regional Net	PBS	PTL or Net	NIT Center	GPNITL	Other ITV	Other or D.K.	Total
	REGION										
4370	Northeast	11.4	2.4	26.5	43.0	1.5	6.8	2.9	2.6	3.0	100%
4971	South	20.4	2.7	5.5	47.3	3.2	6.1	2.1	5.8	7.0	100%
5168	Central	9.4	2.1	14.2	51.6	2.6	4.7	4.4	5.0	6.1	100%
3423	West	12.6	2.0	3.4	56.4	2.9	5.7	3.3	6.8	6.9	100%
492	Outlying	17.7	1.4	0.2	65.9	2.0	3.7	0.4	1.0	7.7	100%
	CLASS										
2237	School Board	17.4	1.8	6.4	50.3	2.9	7.8	3.8	5.8	3.7	100%
6895	Community	11.9	1.8	17.5	48.5	1.7	5.5	2.2	4.9	6.0	100%
3993	State System	16.7	3.6	9.8	43.7	4.1	7.3	5.1	4.5	5.2	100%
5200	University	11.6	2.2	10.3	55.3	2.4	4.0	2.5	4.8	7.0	100%
	BUDGET										
890	Below $150,000	7.8	1.8	12.6	62.6	0.9	3.5	2.9	4.4	3.6	100%
5616	$150- 499,999	9.7	3.1	10.2	54.6	2.6	4.8	3.2	4.5	7.2	100%
4855	$500- 849,999	14.6	2.0	14.8	47.5	2.4	6.3	3.1	4.4	4.8	100%
5397	$850- 2,899,999	15.9	1.8	12.6	45.9	2.6	6.5	2.8	6.0	5.9	100%
1666	Over- 2,900,000	19.8	2.0	11.8	44.5	3.4	5.7	4.0	3.9	4.9	100%
	POPULATION										
2077	Below $130,000	7.4	1.7	10.2	62.1	1.4	2.9	3.4	3.9	7.0	100%
1796	130- 299,999	9.9	3.2	13.9	55.1	3.1	4.1	3.9	3.1	3.9	100%
2772	300- 599,999	10.2	1.9	12.1	49.9	2.3	8.2	2.8	5.0	7.5	100%
4805	600- 1,199,999	13.9	2.6	16.5	49.0	1.8	4.0	2.0	4.4	6.0	100%
3127	Over- 1,200,000	14.3	1.5	12.0	49.0	2.3	5.7	2.5	6.9	5.8	100%
1278	Overlapped	24.4	1.9	7.0	43.0	4.2	7.0	4.5	4.4	3.6	100%
2569	Multiple Stations	18.5	3.0	8.8	40.9	4.2	9.0	4.9	5.4	5.4	100%

TABLE II.8

Percentage of Hours by Distribution by Broadcaster Category

#	CATEGORY	Local	Ex-change	Regional Net	PBS	PTL or Net	NIT Center	GPNITL	Other ITV	Other or D.K.	Total
	REGION										
4370	Northeast	11.1	1.8	21.4	54.7	1.1	3.4	1.7	1.8	3.0	100%
4971	South	15.2	2.0	4.7	59.9	2.7	3.3	1.2	4.0	6.8	100%
5168	Central	8.3	1.5	9.8	64.6	2.4	2.4	2.4	3.0	5.7	100%
3421	West	10.1	1.7	2.9	68.9	2.3	2.7	1.8	3.9	5.6	100%
492	Outlying	14.2	1.2	0.2	73.1	1.5	1.5	0.3	.9	7.1	100%
	CLASS										
2237	School Board	12.4	1.5	4.6	65.6	2.5	4.0	2.3	3.7	3.5	100%
6895	Community	10.8	1.4	13.4	60.2	1.4	2.9	1.1	3.2	5.5	100%
3992	State System	13.6	2.7	8.4	56.4	3.6	3.9	3.3	3.1	5.1	100%
5200	University	9.7	1.7	7.6	67.1	1.9	1.9	1.3	2.8	6.1	100%
	BUDGET										
890	Below $150,000	5.9	1.3	8.5	74.7	.7	1.8	1.6	2.6	2.9	100%
5616	$150- 499,999	8.9	2.3	7.7	66.0	2.2	2.6	1.7	2.6	5.9	100%
4855	$500- 849,999	11.2	1.6	10.7	61.3	2.1	3.1	1.6	3.2	5.0	100%
5397	$850- 2,899,999	13.1	1.3	10.6	58.5	2.1	3.2	1.7	3.9	5.6	100%
1666	Over- 2,900,000	17.3	1.8	10.0	55.8	2.5	2.9	2.5	2.6	4.5	100%
	POPULATION										
2077	Below $130,000	6.5	1.3	6.8	73.9	1.3	1.4	1.6	2.1	5.1	100%
1796	130- 299,999	9.1	2.2	11.1	65.4	2.5	2.1	2.1	1.8	3.7	100%
2772	300- 599,999	8.9	1.3	9.2	62.5	1.9	4.3	1.5	3.2	7.2	100%
4805	600- 1,199,999	11.0	2.1	12.7	60.7	1.6	2.1	1.0	3.1	5.6	100%
3127	Over- 1,200,000	12.5	1.2	8.9	61.7	1.8	2.7	1.3	4.2	5.6	100%
1278	Overlapped	20.4	1.7	5.4	56.2	3.8	3.5	2.7	3.0	3.4	100%
2569	Multiple Stations	14.8	2.1	8.0	54.6	3.6	4.9	3.4	3.8	4.7	100%

TABLE II.9

Percentage of Programs by Transmission Technique by Broadcaster Category

#	CATEGORY	Live	Local Tape	Remote Unit	Inter-connect	Tape from Intercon	Bicycle	Film Chain	Off Air	Other	Total
	REGION										
4119	Northeast	2.5	8.9	0.3	54.4	11.9	18.2	1.7	0.4	1.6	100%
4730	South	2.4	18.8	0.6	33.7	15.4	23.0	3.6	0.6	2.1	100%
5071	Central	1.6	8.9	0.3	38.0	16.7	26.8	2.6	3.3	1.8	100%
3361	West	1.9	10.4	0.2	32.0	20.8	26.2	3.7	3.5	1.3	100%
441	Outlying	4.3	11.1	0.2	0.0	0.0	77.4	2.9	0.0	4.1	100%
	CLASS										
2173	School Board	2.5	15.1	0.3	31.3	18.0	21.9	2.8	7.0	1.1	100%
6623	Community	1.8	10.4	0.4	47.2	14.8	18.5	3.0	1.2	2.7	100%
3776	State System	2.3	15.2	0.4	27.8	14.5	35.7	2.4	1.5	0.3	100%
5052	University	2.3	9.8	0.3	39.4	15.9	26.5	3.2	0.8	1.8	100%
	BUDGET										
836	Below $150,000	2.6	5.5	0.1	58.1	5.6	8.0	1.8	16.5	1.7	100%
5378	$150- 499,999	1.7	7.6	0.5	42.5	15.3	24.7	3.5	2.6	1.6	100%
4657	$500- 849,999	2.0	12.7	0.2	39.2	15.4	26.0	2.4	0.8	1.4	100%
5248	$850-2,899,999	2.4	14.6	0.3	34.4	16.2	26.3	3.0	0.2	2.5	100%
1603	Over-2,900,000	3.2	18.3	0.6	27.9	21.5	25.3	2.5	0.0	0.6	100%
	POPULATION										
2037	Below $130,000	1.6	5.4	0.3	45.4	12.0	21.6	2.9	9.3	1.4	100%
1708	130- 299,999	1.2	8.2	0.5	43.8	14.1	23.8	1.7	3.5	3.2	100%
2606	300- 599,999	3.3	6.4	0.5	43.8	14.5	25.7	3.5	0.3	2.0	100%
4620	600- 1,199,999	1.8	12.9	0.2	46.8	14.7	18.7	2.6	0.4	1.9	100%
2991	Over-1,200,000	2.2	13.4	0.1	31.4	20.9	26.1	3.8	0.5	1.6	100%
1250	Overlapped	1.9	21.9	0.6	16.1	20.6	32.8	2.6	1.6	1.8	100%
2510	Multiple Stations	2.9	16.7	0.6	29.1	14.3	32.8	2.6	0.7	0.4	100%

casters are most likely to depart from the PBS feed schedule by changing times for programs, and more affluent broadcasters are most likely to repeat programs by taping from the interconnection for later replay.

A final set of information about production, distribution, and transmission concerns the use of color. See Figure II.9 and Table II.10. In 1974, 90.7% of production hours were in color. Of these hours, 87.9% of the hours and 83.7% of the programs were broadcast in color. Another 2.8% of the hours (3.1% of programs) had been produced in color but had to be broadcast in black and white for technical reasons (e.g., color tape machines were unavailable). See Tables II.11 and II.12 for the relation of color to broadcast categories.

OVERVIEW OF PROGRAM TYPES

The next four chapters discuss in some detail various aspects of different program types recorded by this survey. The data described by Figure II.10 provide a brief overview. Later chapters discuss more specific typologies. Figure II.10 and Tables II.13 and II.14 cluster program types into seven basic groups:

(1) Instructional programs -- abbreviated ITV -- are those defined by respondents as either "used in traditional school or instruction subjects" or "part of a self-teach program in standard instruction subjects." Programs designed to educate informally were not included. This is a conservative, strict definition of instructional programing, which corresponds to the notion of formal instructional use of television. Broader definitions are examined in Chapter III.

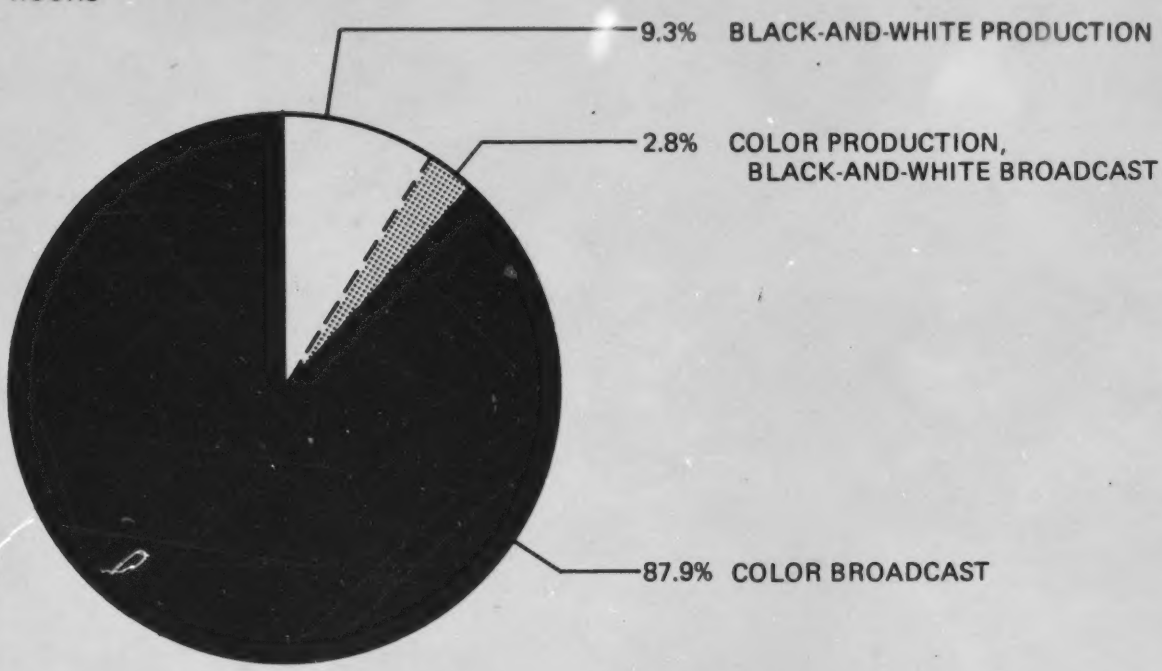
ITV programs accounted for 17.1% of all broadcaster-hours and 29.5% of all programs broadcast in 1974. These percentages represent annual averages of 662 hours per broadcaster and 1,931 programs per broadcaster.

(2) "Sesame Street" and "The Electric Company" -- abbreviated SS/EC -- accounted for 21.2% of all broadcaster-hours and 16.7% of all PTV programs on the air in 1974. The percentages represent annual averages of 821 hours per broadcaster and 1,093 programs per broadcaster. In Figure II.10, broadcasts of SS/EC are divided into two parts: those aired on weekdays during hours when school is normally in session ("SS/EC-School") and those broadcast at other times or on weekends ("SS/EC-Home").

FIGURE II.9 PERCENTAGE OF HOURS AND PROGRAMS BY USE OF COLOR

(N=17677)

A. HOURS



B. PROGRAMS

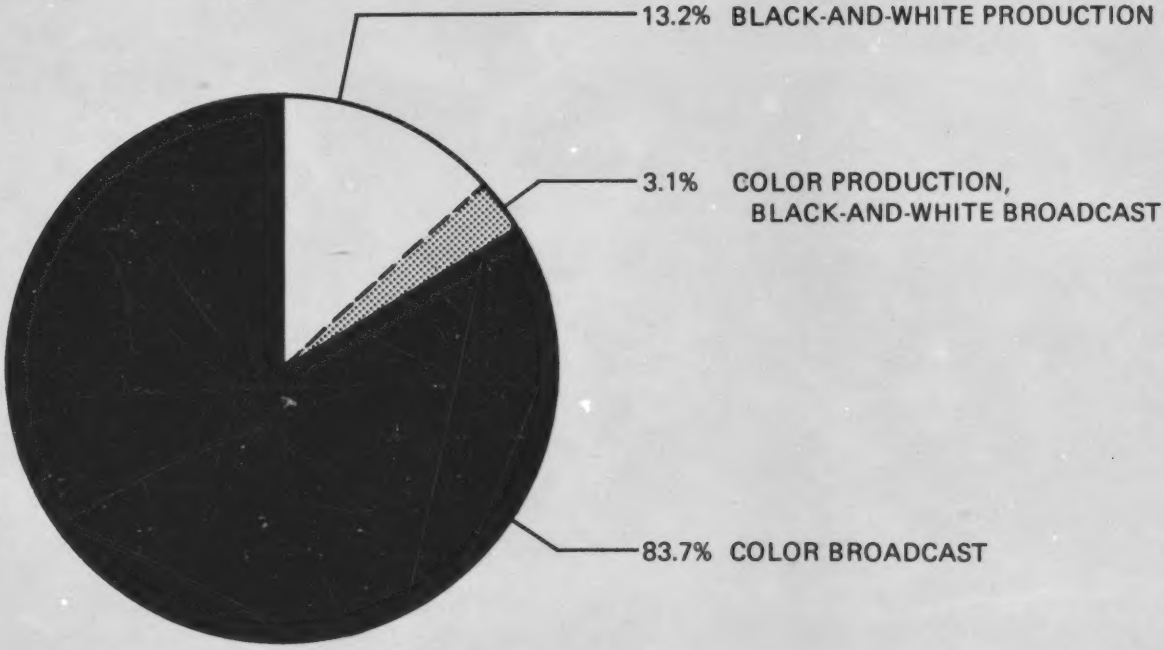


TABLE II.10

Percentage of Hours by Transmission Technique by Broadcaster Category

#	CATEGORY	Live	Local Tape	Remote Unit	Inter-connect	Taped from Intercon	Bicycle	Film Chain	Off Air	Other	Total
	REGION										
4119	Northeast	3.5	7.2	1.1	58.0	13.5	13.2	1.4	.4	1.7	100%
4730	South	2.5	13.5	.7	42.9	17.8	17.2	3.0	.6	1.8	100%
5071	Central	1.9	6.4	.9	45.2	18.8	20.5	2.1	2.9	1.3	100%
3361	West	1.7	7.9	.7	41.5	23.5	18.3	2.8	2.5	1.1	100%
441	Outlying	3.3	7.8	.4	0.0	0.0	82.7	2.3	0.0	3.7	100%
	CLASS										
2173	School Board	1.9	10.0	.8	42.8	21.1	14.7	2.1	5.3	1.2	100%
6623	Community	2.6	8.2	1.2	52.2	16.5	13.8	2.2	.9	2.4	100%
3776	State System	2.7	11.3	.6	34.9	16.5	30.0	1.9	1.8	.3	100%
5052	University	2.2	7.2	.6	46.7	18.1	20.2	2.8	.9	1.2	100%
	BUDGET										
836	Below $150,000	1.8	4.2	.2	66.3	5.5	6.5	1.5	12.6	1.2	100%
5376	$150- 499,999	2.2	5.9	1.0	48.1	17.0	19.8	2.7	2.1	1.2	100%
4657	$500- 849,999	1.8	8.8	.8	49.1	17.3	18.0	2.1	.9	1.0	100%
5248	$850-2,899,999	2.9	10.7	.9	40.5	18.7	21.3	2.3	.3	2.5	100%
1603	Over-2,900,000	4.0	15.0	.6	33.5	25.8	18.7	1.8	0.0	0.6	100%
	POPULATION										
2037	Below $130,000	1.6	4.1	.7	50.5	12.8	20.4	2.3	6.6	1.1	100%
1708	130- 299,999	1.9	6.3	1.1	51.5	15.3	16.8	1.2	3.2	2.7	100%
2606	300- 599,999	3.5	4.7	.9	50.3	16.5	18.8	3.3	.2	1.7	100%
4620	600- 1,199,999	1.9	9.4	1.0	53.1	16.0	14.2	2.3	.4	1.8	100%
2991	Over-1,200,000	2.9	10.3	.2	39.3	24.4	18.9	2.5	.6	.9	100%
1250	Overlapped	1.5	17.4	1.7	20.9	25.8	26.9	1.8	1.7	2.3	100%
2510	Multiple Stations	3.5	12.2	.7	37.3	17.1	25.8	2.1	.9	.3	100%

TABLE II.11

Percentage of Programs by (A) Use of Color, and (B) Repeats by Broadcaster Category

#	CATEGORY	(A) USE OF COLOR				(B) REPEATS				
	REGION	Color	B&W of Color Prog.	B & W	Total	First Showing	Earlier In Day	Earlier In Week	Prior To Week	Total *
4106	Northeast	86.9	2.0	11.1	100%	49.7	8.2	29.7	17.1	
4750	South	83.3	1.2	15.5	100%	48.6	11.4	26.2	19.1	
5056	Central	82.3	3.3	14.4	100%	56.2	9.2	22.4	14.7	
3362	West	82.1	7.0	10.8	100%	44.1	11.2	28.8	19.8	
403	Outlying	88.3	0.2	11.4	100%	53.9	11.0	23.2	25.6	
	CLASS									
2185	School Board	72.8	5.9	21.3	100%	50.4	14.9	24.9	12.7	
6629	Community	87.7	1.2	11.1	100%	50.8	9.3	28.5	16.2	
3740	State System	82.4	2.1	15.5	100%	49.8	10.1	25.7	20.8	
5056	University	83.9	5.2	10.9	100%	50.2	10.1	25.5	19.3	
	BUDGET									
839	Below $150,000	78.8	4.5	16.7	100%	62.4	8.7	16.0	15.7	
5341	$150- 499,999	80.9	6.0	13.1	100%	52.8	11.0	25.1	16.1	
4681	$500- 849,999	80.2	1.9	17.9	100%	50.1	11.1	26.2	15.2	
5182	$850-2,899,999	88.8	1.2	10.0	100%	49.2	10.0	28.6	19.8	
1634	Over-2,900,000	89.3	2.4	8.3	100%	40.5	8.3	31.7	23.3	
	POPULATION									
2013	Below $130,000	76.8	7.6	15.6	100%	54.7	8.1	24.4	16.2	
1717	130- 299,999	84.0	2.8	13.2	100%	58.1	8.5	23.5	13.5	
2584	300- 599,999	81.6	5.4	13.0	100%	54.3	11.3	22.9	14.6	
4617	600- 1,199,999	87.5	0.3	12.2	100%	48.8	10.6	27.0	16.9	
3024	Over- 1,200,000	88.3	1.5	10.3	100%	45.5	10.3	32.7	20.1	
1206	Overlapped	69.7	8.3	22.0	100%	47.1	13.8	27.9	17.1	
2516	Multiple Stations	85.5	2.0	12.5	100%	48.1	10.4	25.5	22.8	

* Totals for this variable greater than 100% due to Multiple Coding.

TABLE II.12

Percentage of Hours by (A) Use of Color, and (B) Repeats by Broadcaster Category

#	CATEGORY	(A) USE OF COLOR				(B) REPEATS				
	REGION	Color	B&W of Color Prog.	B & W	Total	First Showing	Earlier In Day	Earlier In Week	Prior To Week	Total *
4106	Northeast	90.5	1.7	7.9	100%	54.4	7.9	26.6	14.8	
4750	South	87.1	.8	12.1	100%	54.6	9.4	25.3	16.0	
5056	Central	87.7	3.0	9.3	100%	57.6	8.3	22.6	13.9	
3362	West	85.8	6.6	7.5	100%	47.1	11.4	27.0	18.4	
403	Outlying	92.1	.2	7.7	100%	56.4	11.8	19.7	23.4	
	CLASS									
2185	School Board	79.3	5.7	15.0	100%	56.5	12.2	22.3	11.3	
6629	Community	91.1	.8	8.0	100%	54.8	8.3	26.4	14.0	
3740	State System	87.3	1.7	11.0	100%	53.5	8.7	24.7	17.9	
5056	University	87.4	4.9	7.8	100%	52.5	9.3	24.3	18.0	
	BUDGET									
839	Below $150,000	85.8	3.9	10.3	100%	60.6	8.9	16.2	16.5	
5341	$150- 499,999	84.3	5.7	10.0	100%	55.6	10.0	23.4	15.3	
4681	$500- 849,999	86.6	1.4	12.1	100%	54.5	9.4	24.5	13.5	
5182	$850-2,899,999	91.8	.9	7.3	100%	54.2	8.5	26.5	16.4	
1634	Over-2,900,000	93.0	1.6	5.4	100%	43.5	7.6	31.9	20,1	
	POPULATION									
2013	Below $130,000	83.0	6.9	10.2	100%	55.4	8.0	24.6	15.3	
1717	130- 299,999	89.5	2.0	8.4	100%	60.2	7.8	21.7	13.5	
2584	300- 599,999	84.4	5.2	10.4	100%	57.5	9.5	20.8	14.7	
4617	600- 1,199,999	90.0	.3	8.9	100%	53.1	9.0	25.8	15.1	
3024	Over-1,200,000	92.6	.9	6.6	100%	49.5	9.5	30.4	16.9	
1206	Overlapped	74.4	9.0	16.6	100%	53.6	12.8	24.2	13.6	
2516	Multiple Stations	89.5	1.4	9.0	100%	52.8	8.7	24.1	19.1	

* Totals for this variable greater than 100% due to Multiple Coding.

FIGURE II.10 PTV PROGRAMING BY TYPE OF PROGRAM

(N=18349)

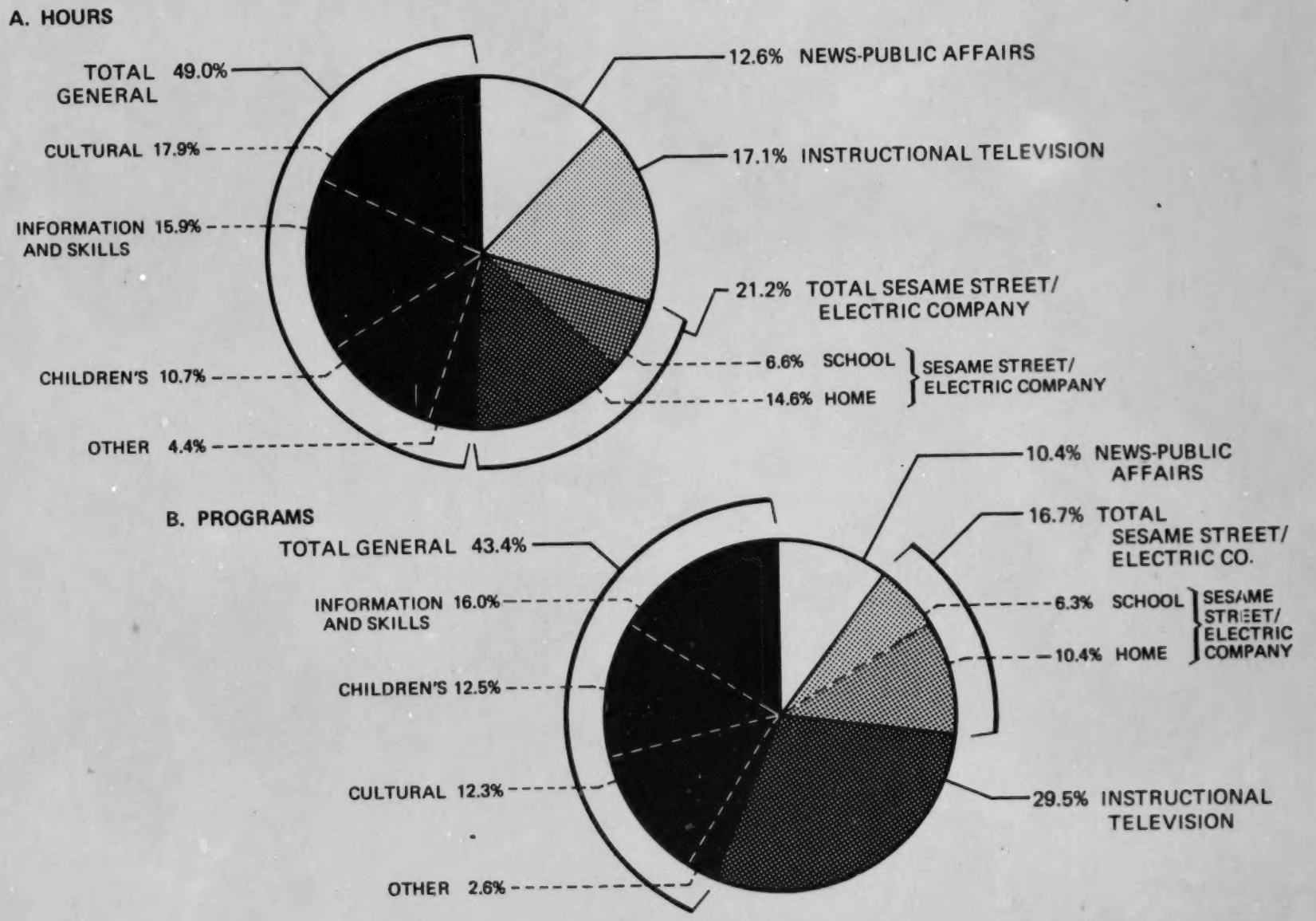


TABLE II.13

PROGRAM TYPES AS PERCENTAGE OF DAYPART AND TIME OF YEAR: HOURS

#		ITV	S.S./E.C.	NEWS/PA	INFO/SKILLS	GENERAL CHILDREN	CULTURAL	OTHER
18,349	OVER FULL YEAR	17.1%	21.2%	12.6%	15.9%	10.7%	17.9%	4.4%
8,349	Jan 1 to June 5	21.3%	21.7%	12.8%	14.5%	9.4%	16.3%	4.0%
3,841	June 6 to Sept. 17	5.6%	22.8%	13.9%	18.7%	11.3%	22.3%	5.4%
6,159	Sept. 18 to Dec. 30	20.2%	19.3%	11.4%	15.6%	12.1%	16.9%	4.4%
11,509	School in Session	27.4%	22.2%	11.4%	13.2%	10.2%	12.9%	2.7%
6,461	School Not in Session	3.4%	19.9%	14.1%	19.3%	11.5%	24.7%	7.0%
1,032	Weekend Morning	4.4%	38.5%	4.5%	12.2%	17.5%	5.8%	17.1%
963	Weekend Early PM	2.5%	12.1%	14.6%	28.5%	12.7%	20.5%	9.1%
960	Weekend Prime Time	0.3%	0.3%	19.0%	18.9%	3.4%	54.5%	3.6%
6,856	Weekday During School	52.7%	24.9%	2.4%	7.8%	7.8%	3.6%	0.6%
4,156	Weekday After School	7.4%	43.8%	5.8%	11.6%	24.8%	4.3%	2.3%
3,162	Weekday Prime Time	2.8%	1.0%	27.0%	24.7%	1.3%	37.4%	5.7%

TABLE II.14

PROGRAM TYPES AS PERCENTAGE OF DAYPART AND TIME OF YEAR: PROGRAMS

#		ITV	SS/EC	NEWS/PA	INFO/SKILLS	GENERAL CHILDREN	CULTURAL	OTHER
18,349	OVER FULL YEAR	29.5%	16.7%	10.4%	16.0%	12.5%	12.3%	2.6%
8,349	Jan 1 to June 5	36.4	16.4	10.8	14.1%	10.6%	9.5%	2.2%
3,841	June 6 to Sept. 17	8.9	20.8	11.6	21.4%	15.0%	19.4%	2.9%
6,159	Sept. 18 to Dec. 30	32.9	14.5	9.1	75.0%	14.1%	11.5%	2.9%
11,509	School in Session	42.6	15.5	9.1	12.3%	10.7%	7.6%	2.1%
6,461	School Not in Session	5.4	18.7	12.8	22.3%	16,4%	20.8%	3.6%
1,032	Weekend Morning	7.7	37.7	3.2	75.3%	26.5%	5.0%	4.7%
963	Weekend Early PM	3.4	10.5	13.4	32.4%	16.9%	11.7%	11.7%
960	Weekend Prime	0.5	0.3	19.8	19.8%	6.9%	50.1%	2.6%
6,856	Weekday During School	67.5	14.1	1.9	6.8%	6.6%	2.3%	0.8%
4,156	Weekday After School	9.1	34.4	6.4	14.2%	29.3%	4.5%	2.1%
3,162	Weekday Prime	4.1	1.3	27.3	29.1%	1.8%	31.6%	4.8%

The reason for this division was to provide a rough indication of SS/EC material as a school service -- or a service broadcast during school hours. The reader may wish to add "SS/EC-School" data to ITV data for an approximation of broader instructional service; however, some of the analyses in Chapter III appear to offer a more valid approach to the problem.

(3) News and Public Affairs material accounted for 12.6% of all broadcaster hours and 10.4% of all PTV programs in 1974. The percentages represent annual averages of 488 hours per broadcaster and 681 programs per broadcaster. Chapter VI considers "News/PA' content in greater detail.

(4) Information and Skills material represents a cluster of three program types: General Information, History/Biography, and Skills/How-To-Do-It. Such programs included 15.9% of all broadcaster hours and 16.0% of all programs aired in 1974. Annual averages of 616 hours per broadcaster and 1,048 programs per broadcaster are represented by the sample.

(5) General Children's material represents PTV programs for other than ITV (defined above) and "Sesame Street" and "The Electric Company." Nationally, the category includes "ZOOM!," "Mister Rogers' Neighborhood," "Hodgepodge Lodge," and other programs for children. This type of program content covered 10.7% of all air time and 12.5% of programs in the annual PTV schedules for 1974. Children's general material accounted for 414 annual hours per broadcaster and 818 annual programs per broadcaster.

(6) Cultural programs included those classed in any of six types: Culture/Art/Reviews, Music/Dance Performance, Drama Performance or Series, Feature Film, Comedy/Satire, and Variety. Cultural offerings of this type amounted to 17.9% of total broadcaster-hours and 12.3% of all programs aired. The percentages represent annual averages of 693 hours per broadcaster and 805 programs per broadcaster.

(7) The relatively small percentages of "Other" material included sports, auctions and fund raising, and anything not covered by the previous categories.

The data in Figure II.10 paint the broadest picture of public tele-

vision content. The entire year, in terms of all days of the week and all hours of the day, is reduced to a single pie chart. It reveals several important characteristics of public television schedules. Two programs -- "Sesame Street" and "The Electric Company" -- occupy a major proportion of the entire PTV schedule. Children are offered a great deal of material -- almost all ITV is for school children, as are SS/EC and General Children's programing -- perhaps as much as 49% of all PTV air time is explicitly for children. "Non-fiction" or "informational" programing also is a considerable part of the average schedule. ITV, News/PA, and Information and Skills contributed 45.6% of all air time; and some of the "Culture/Art/Reviews" programs (e.g., "Book Beat") as well as some of the children's material must also be considered in this light.

More detailed analysis of program types shows several trends over different times of the year, days when school was in session, and "daypart" (time of day and day of week). Details are presented in Tables II.13 and II.14.

The summer period from June 6 to September 17 contained a much lower proportion of ITV material (5.6% of broadcaster hours) than the rest of the year (which averaged 20.8%). It has already been noted that there were fewer weekly broadcast hours during the June 6 to September 17 period. The lower proportion of ITV is balanced in the summer by increased proportions of all other program types.

Another important contrast is between proportions of each program type in the January 1 to June 5 and the September 18 to December 30 periods. These represent the end of one broadcasting year and the beginning of a different broadcasting year. Comparisons reveal small declines in proportions of ITV, SS/EC, and News/PA; however, since total broadcast hours had increased there was no decline in average weekly hours in any of these program categories. The main change seems to have been an increase in the "children's general" category. The percentage jumped from 9.4% to 12.1% of all air time; and this indicated a jump from 7.1 hours per broadcaster per week to 10.2 hours per broadcaster per week of children's general material. A great deal of this change can probably be attributed to much more frequent use of "ZOOM!," which at first had been distributed once a week and later was fed six times a week, and the start of a new five-day-a-week program for children -- "Villa Alegre."

The analysis of days when school was not in session shows no major

differences from the analysis of the summer period. We can assume that school-not-in-session was a combination of summer dates and weekends. There was much less ITV than average on these days, and a more than average amount of all other program types.

Examining each program type by "daypart" reveals that different program types are most likely to be found during particular time periods on particular days of the week. ITV is clearly -- and not surprisingly -- the most frequent program type (52.7% of all hours) in weekday school time and is rather infrequent in all other periods. SS/EC programing represents a high proportion of weekend morning/early afternoon material (38.5% of such hours) and an even higher proportion (43.8%) of all hours broadcast on weekdays between the end of school and the start of prime time. The two CTW children's programs also represent 24.9% of the hours broadcast on weekdays during school time. General children's programing tends to follow the same patterns as SS/EC. When added together, the two program types cover more than half of the hours broadcast on weekend mornings and early afternoons and between school and prime time.

News and Public Affairs material is most concentrated in weekday prime time (27.0% of all hours), weekend prime time (19.0%), and early weekend evenings (14.6%). On the other hand, the Information and Skills program type appears in several time periods with a more stable frequency: early weekend evenings (28.5%), weekday prime time (24.7%), weekend prime time (18.9%), weekend morning and early afternoon (12.2%), and weekday between school and prime time (11.6%). Cultural programs were most concentrated in weekend prime time (37.4%) and early evenings (20.5%).

Most of these patterns will be covered again in more detail in the following chapters.

CHAPTER III

INSTRUCTIONAL TELEVISION SERVICES

Relatively recent developments in the realm of public television have blurred traditional distinctions between "educational" or "instructional" content on the one hand and "general" content on the other. Series of programs such as "Sesame Street," "The Electric Company," "Villa Alegre," and "Carrascolendas" can be used by teachers in the traditional school situation; they also draw relatively large home audiences of children who are voluntarily watching for their own entertainment. The problem is essentially semantic. Old labels can no longer be clearly applied, and there is no consensus on new terminology. The analysis in this report has adopted a conservative, strict definition of ITV -- one that includes programs almost universally acknowledged to be part of "instructional" television. (ITV programs are "used in traditional school or instruction subjects" or "part of a self-teach program in standard instruction subjects.") Additional programs, designed to "informally" educate can be added to this basic core for purposes of analysis.

In 1974 public broadcasters carried an annual average of 3,872 hours and 6,547 programs of material. See Tables III.1 and III.2. Of these, 662 hours (17.1%) and 1,931 programs (29.5%) fit the strict definition of ITV. The difference in these proportions is due to the fact that ITV programs are considerably shorter on the average (20.1 minutes each) than other programs (41.7 minutes each).

In order to take a wider look at "instructional" programing for the moment, data for four programs that are neither strictly instructional nor "general" have been combined with ITV programs in the following manner:

	Total year Hours		School hours school-in-session Hours	
All programs	3872	(100%)	844	(100%)
ITV	662	(17.1%)	511	(60.6%)
"Sesame Street," "Electric Company," "Villa Alegre," "Carrascolendas"	885	(22.9%)	216	(25.6%)
ITV plus 4 programs	1547	(40.0%)	727	(86.2%)

TABLE III.1

Average Annual Hours and Percent of Total Hours Per Broadcaster By Program Type and Broadcaster Category

#	CATEGORY	ITV	S.S./E.C.	NEWS/PA	OTHER GENERAL
18,349	All Broadcasters	662 (17.1%)	821 (21.2%)	488 (12.6%)	1897 (49.0%)
	REGION				
4343	Northeast	775 (18.1%)	818 (19.1%)	574 (13.1%)	2116 (49.4%)
4941	South	818 (19.7%)	855 (20.6%)	494 (11.9%)	1988 (47.9%)
5153	Central	621 (16.8%)	825 (22.3%)	455 (12.3%)	1797 (48.6%)
3420	West	535 (15.0%)	799 (22.4%)	468 (13.1%)	1767 (49.5%)
492	Outlying	98 (3.5%)	733 (26.1%)	354 (12.6%)	1620 (57.7%)
	CLASS				
2238	School Board	653 (20.0%)	735 (22.5%)	435 (13.3%)	1444 (44.2%)
6862	Community	741 (17.2%)	897 (20.8%)	556 (12.9%)	2117 (49.1%)
3973	State System	812 (20.5%)	792 (20.0%)	475 (12.0%)	1881 (47.5%)
5177	University	494 (13.7%)	804 (22.3%)	436 (12.1%)	1868 (51.8%)
	BUDGET				
889	Below $150,000	332 (12.1%)	705 (25.7%)	387 (14.1%)	1319 (48.1%)
5593	$150- 499,999	503 (14.6%)	744 (21.6%)	444 (12.9%)	1750 (50.8%)
4840	$500- 849,999	789 (19.5%)	862 (21.3%)	465 (11.5%)	1930 (47.7%)
5367	$850-2,899,999	789 (18.6%)	865 (20.4%)	543 (12.8%)	2044 (48.2%)
1660	Over-2,900,000	898 (17.4%)	1007 (19.5%)	682 (13.2%)	2581 (50.0%)
	POPULATION				
2076	Below $130,000	325 (9.4%)	815 (24.3%)	416 (12.4%)	1788 (53.6%)
1800	130- 299,999	509 (15.2%)	739 (22.1%)	489 (14.6%)	1606 (48.0%)
2757	300- 599,999	573 (16.1%)	772 (21.7%)	466 (13.1%)	1746 (49.1%)
4765	600- 1,199,999	801 (18.0%)	926 (20.8%)	521 (11.7%)	2203 (49.5%)
3122	Over 1,200,000	745 (16.8%)	972 (21.9%)	563 (12.7%)	2161 (48.7%)
1275	Overlapped	690 (23.0%)	531 (17.7%)	381 (12.7%)	1398 (46.6%)
2554	Multiple Stations	929 (22.3%)	787 (18.9%)	517 (12.4%)	1929 (46.3%)

TABLE III.2

Average Annual Programs and Percent of Total Programs Per Broadcaster By Program Type and Broadcaster Category

#	CATEGORY	ITV	S.S./E.C.	NEWS/PA	OTHER GENERAL
18,349	All Broadcasters	1931 (29.5%)	1093 (16.7%)	681 (10.4%)	2848 (43.5%)
	REGION				
4343	Northeast	2315 (31.5%)	1088 (14.8%)	823 (11.2%)	3131 (42.6%)
4941	South	2202 (31.3%)	1140 (16.2%)	668 (9.5%)	3025 (43.0%)
5153	Central	1900 (30.3%)	1091 (17.4%)	646 (10.3%)	2634 (42.0%)
3420	West	1557 (26.1%)	1056 (17.7%)	632 (10.6%)	2715 (45.5%)
492	Outlying	321 (7.5%)	993 (23.2%)	522 (12.2%)	2444 (57.1%)
	CLASS				
2238	School Board	1981 (33.9%)	999 (17.1%)	608 (10.4%)	2256 (38.6%)
6862	Community	2151 (29.9%)	1187 (16.5%)	770 (10.7%)	3087 (42.9%)
3973	State System	2300 (33.0%)	1060 (15.2%)	641 (9.2%)	2970 (42.6%)
5177	University	1458 (24.7%)	1056 (17.9%)	626 (10.6%)	2762 (46.8%)
	BUDGET				
889	Below $150,000	1002 (21.6%)	932 (20.1%)	631 (13.6%)	2073 (44.7%)
5593	$150- 499,999	1407 (24.9%)	989 (17.5%)	627 (11.1%)	2628 (46.5%)
4840	$500- 849,999	2375 (33.7%)	1148 (16.3%)	634 (9.0%)	2889 (41.0%)
5367	$850-2,899,999	2304 (31.9%)	1156 (16.0%)	759 (10.5%)	3005 (41.6%)
1660	Over-2,900,000	2527 (29.1%)	1311 (15.1%)	894 (10.3%)	3951 (45.5%)
	POPULATION				
2076	Below $130,000	1056 (19.5%)	1077 (19.9%)	585 (10.8%)	2696 (49.8%)
1800	130- 299,999	1504 (27.1%)	983 (17.7%)	666 (12.0%)	2404 (43.3%)
2757	300- 599,999	1719 (28.5%)	1019 (16.9%)	706 (11.7%)	2588 (42.9%)
4765	600- 1,199,999	2179 (29.5%)	1234 (16.7%)	694 (9.4%)	3280 (44.4%)
3122	Over-1,200,000	2284 (30.8%)	1261 (17.0%)	786 (10.6%)	3085 (41.6%)
1275	Overlapped	1945 (35.1%)	743 (13.4%)	593 (10.7%)	2256 (40.7%)
2554	Multiple Stations	2662 (35.7%)	1059 (14.2%)	686 (9.2%)	3057 (41.0%)

The most important point is made in the right-hand column. Hours of broadcasting during school time have been isolated for days on which school was in session. During these key hours, when it was possible for televised programing to be used in school situations, 60.6% of all hours were ITV and an additional 25.6% were four programs that could be used in school situations. Thus, at least 86.2% of the broadcaster hours of programing during the time when schools were open were potentially useful in a classroom -- "at least" 86.2% because other material such as News/PA can also potentially be used in classrooms.

DIFFERENCES AMONG BROADCASTERS

Different categories of broadcasters devoted different proportions and different annual amounts of their air time to ITV material. Figure III.1 presents the key details. Average ITV hours per year increase sharply from the lowest to the highest budget category, but the percentage of air time devoted to ITV peaks at the third budget group and declines mildly in the fourth and fifth categories.

Broadcasters in the south provided more hours (818 per year) and a higher proportion of hours (19.7%) of ITV than broadcasters in other regions. They were followed by broadcasters in the north-eastern states (775 hours, 18.1%), the central states (621 hours, 16.8%), the western states (535 hours, 15%), and the outlying areas (98 hours, 3.5%).

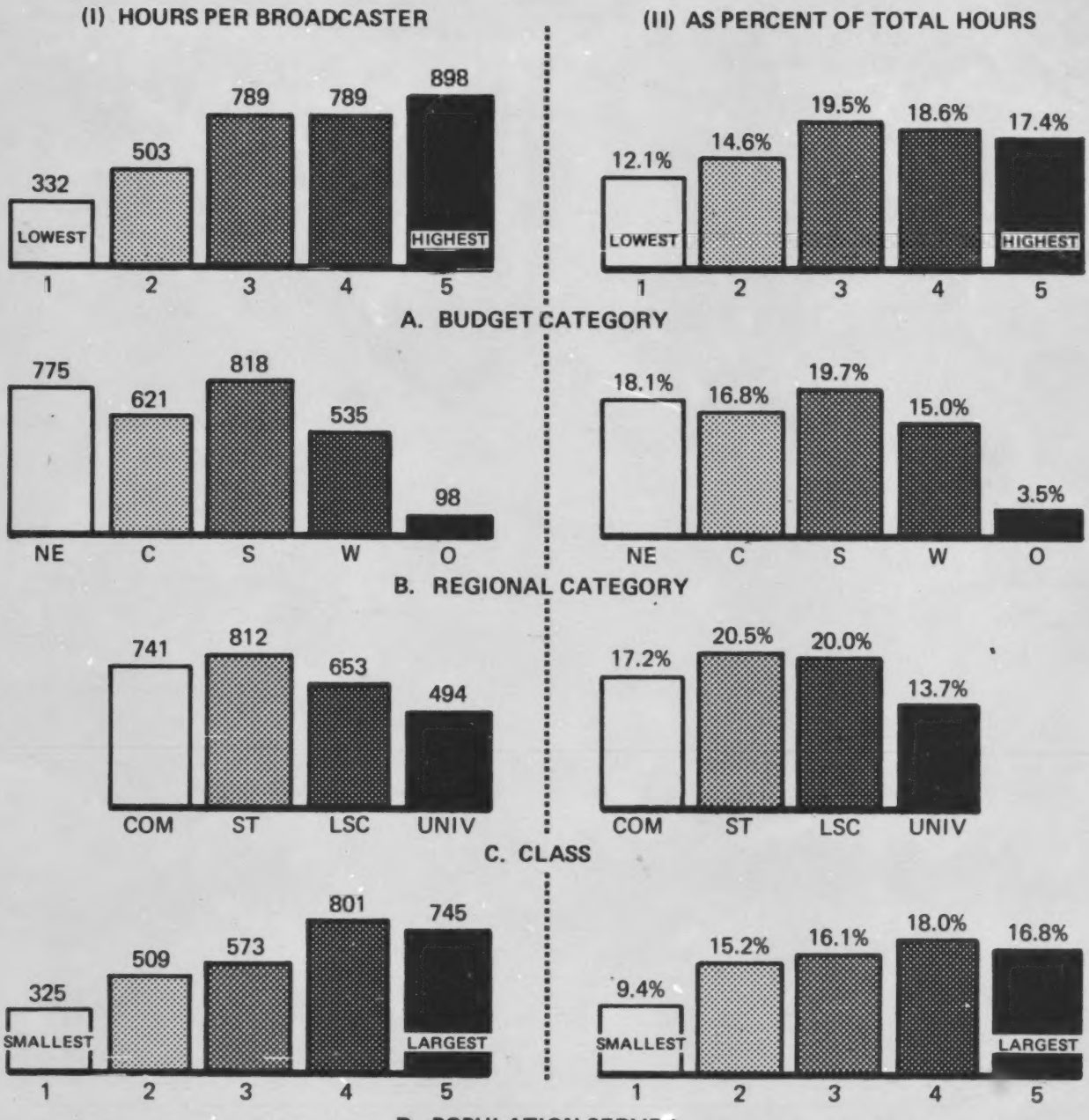
State systems provided the highest average number of hours and the highest proportion (812 hours, 20.5%), and university broadcasters provided the lowest figures (494 hours, 13.7%). The data also indicate that broadcasters associated with local school systems devoted a relatively high proportion of their total hours (20.0%) to ITV; their relatively short overall schedules meant that the high percentage produced a below-average total number of hours (653 hours).

Broadcasters serving larger populations generally provided more ITV hours, and a somewhat higher proportion of their total air time was ITV material. However, Figure III.1 does not show data from Table III.1 that indicate that the highest proportions of ITV hours were broadcast by "overlapped" (23.0%) and "multiple" (22.3%) broadcasters.

ITV SUBJECT MATTER, GRADE LEVEL, AND FORMAT

Most of the remainder of this chapter presents data about programs, rather than hours. In the realm of ITV, most professionals are interested in the program as the unit of analysis. Tables III.3

FIGURE III.1 AVERAGE ANNUAL ITV HOURS BY BROADCASTER CATEGORY



NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

TABLE III.3

Average Annual ITV Hours and Programs Per Broadcaster By Subject Matter (#= 5244)

	HOURS		PROGRAMS	
SUBJECT	Annual Average	% of Total	Annual Average	% of Total
Children's Basic Education	42.1	6.4%	145.4	7.6%
Reading & Writing	37.5	5.7%	112.8	5.9%
Literature & Humanities	73.6	11.2%	198.9	10.4%
Foreign Language	18.4	2.8%	59.3	3.1%
Mathematics	36.8	5.6%	101.4	5.3%
Natural & Physical Science	83.5	12.7%	265.9	13.9%
Social Science	76.9	11.7%	219.9	11.5%
History	28.9	4.4%	72.7	3.8%
Music, Art, & Theater	86.8	13.2%	279.2	14.6%
Home Economics	5.9	0.9%	11.5	0.6%
Health, P.E. & Safety	48.7	7.4%	162.6	8.5%
Environment	16.4	2.5%	47.8	2.5%
Agriculture	0.7	0.1%	19.1	0.1%
Teacher Training	24.3	3.7%	51.6	2.7%
Professional Training	9.2	1.4%	17.2	0.9%
Other Career or Vocational	21.0	3.2%	53.6	2.8%
Other, or Combination	46.0	7.0%	107.1	5.6%
TOTAL*	656.7		1912.6	

*Less than 1% missing data

TABLE III.4

Average Annual ITV Hours and Programs Per Broadcaster By Grade Level * (#=5407)

* up to 3 grades permitted, thus totals are greater than 100%

	HOURS		PROGRAMS	
GRADE	Annual Average	% of Total	Annual Average	% of Total
Kindergarten	86.1	13.3%	294.5	15.4%
1st	124.9	19.0%	430.3	22.5%
2nd	126.9	19.3%	436.3	22.5%
3rd	138.8	21.1%	474.3	24.8%
4th	157.2	23.9%	520.2	27.2%
5th	184.8	28.1%	591.0	30.9%
6th	177.6	27.0%	552.7	28.9%
7th	104.6	15.9%	319.4	16.7%
8th	87.5	13.3%	263.9	13.8%
9th	76.3	11 .6%	219.9	11.5%
10th	85.5	13.0%	216.1	11.3%
11th	80.2	12.2%	200.8	10.5%
12th	76.9	11.7%	191.3	10.0%
Junior College	40.8	6.2%	88.0	4.6%
College	69.0	10.5%	133.9	7.0%
Adult	84.2	12.8%	170.2	8.9%

TABLE III.5

Average Annual ITV Hours and Programs Per Broadcaster By Format of Program *(#=5407)

*two formats permitted, thus totals are greater than 100%

	HOURS		PROGRAMS	
FORMAT	Annual Average	% of Total	Annual Average	% of Total
Lecture/Monologue	224.2	34.1%	637.4	33.3%
Interview with Expert	31.6	4.8%	80.3	4.2%
Discussion among People	44.1	6.7%	114.8	6.0%
Demonstration: person shows technique	211.1	32.1%	638.8	33.4%
Actual real event in real time	19.1	2.9%	57.4	3.0%
Dramatization	130.2	19.8%	399.7	20.9%
Documentary: narrated and/or edited	101.3	15.4%	309.8	16.2%
Narrated graphic symbols	55.2	8.4%	170.2	8.9%
Animation	14.5	2.2%	47.8	2.5%

TABLE III.6

Average Annual ITV Hours and Programs Per Broadcaster By (A) Producing Source and By (B) Source of Programing

(#=5346)	HOURS		PROGRAMS	
(A) PRODUCING SOURCE	Annual Average	% of Total	Annual Average	% of Total
Local	144.8	22.0%	395.3	20.7%
Consortium Including Broadcaster	20.0	3.0%	56.5	3.0%
Other Consortium	55.1	8.4%	173.5	9.1%
Foreign or Coproduction	17.0	2.6%	49.7	2.6%
Another PTV Organization	204.0	31.0%	622.1	32.5%
Independent Producer	151.0	23.0%	437.2	22.9%
Commercial U.S. TV	6.1	0.9%	13.6	0.7%
Other	26.8	4.0%	64.4	3.4%
Don't Know	32.9	5.0%	100.2	5.2%
(#=5384)				
(B) SOURCE OF DISTRIBUTION				
Local	145.4	22.1%	391.1	20.4%
Exchange with Other Station	32.9	5.0%	86.7	4.5%
Regional Network	143.5	21.8%	443.3	23.2%
PBS	12.1	1.8%	21.7	1.1%
PTL or NET	10.5	1.6%	20.6	1.1%
NIT Center	107.3	16.3%	363.4	19.0%
GPNITL	63.4	9.6%	195.7	10.2%
Other ITV Distributer	95.5	14.5%	266.4	13.9%
Other	29.3	4.5%	70.3	3.7%
Don't Know	17.6	2.7%	53.3	2.8%

TABLE III.7

Average Annual ITV Hours and Programs Per Broadcaster By (A) Method of Transmission, (B) Use of Color, and (C) Use of Repeat Programs

	HOURS		PROGRAMS	
(A) METHOD	Annual Average	% of Total	Annual Average	% of Total
Live Local	5.8	0.9%	13.4	0.7%
Local Tape	138.8	21.1%	382.4	20.0%
Direct Interconnet	94.9	14.4%	295.7	15.5%
Taped from Interconnect	18.3	2.8%	52.4	2.7%
Bicycled Tape	310.9	47.3%	915.1	47.8%
Film Chain	27.2	4.1%	73.9	3.9%
Off Air Retransmission	18.8	2.9%	57.3	3.0%
Other	19.1	2.9%	48.1	2.6%
Don't Know/No Answer	23.8	3.6%	74.3	3.9%
(B) USE OF COLOR				
Color Broadcast	408.9	62.2%	1168.8	61.1%
Color Material/Black and White Broadcast	22.5	3.4%	66.5	3.5%
Black and White Material	200.2	30.5%	596.8	31.2%
Don't Know/No Answer	25.9	3.9%	80.7	4.2%
(C) USE OF REPEATS *				
First Airing	249.7	38.0%	688.0	36.0%
Aired Earlier that Day	75.8	11.5%	226.0	11.8%
Aired Earlier that Week	187.4	28.5%	577.0	30.2%
Aired Prior to that Week	144.7	22.0%	426.3	22.3%
Don't Know/No Answer	49.4	7.5%	150.0	7.8%

* MULTIPLE CODING ALLOWED-TOTALS GREATER THAN 100%

TABLE III.8

Average Annual Hours and Programs Per Broadcaster of Locally Produced ITV, and Local Production as Percent of All ITV by Broadcaster Category

#	CATEGORY	HOURS Annual Average Locally Produced	HOURS Local as % of All ITV	PROGRAMS Annual Average Locally Produced	PROGRAMS Local as % of All ITV
	REGION				
1367	Northeast	74.4	9.6%	206.0	8.9%
1549	South	297.8	36.4%	814.7	37.0%
1560	Central	78.9	12.7%	210.9	11.1%
894	West	112.4	21.0%	284.9	18.3%
37	Outlying	33.5	34.2%	95.3	29.7%
	CLASS				
758	School Board	189.4	29.0%	572.5	28.9%
2053	Community	134.1	18.1%	380.7	17.7%
1312	State System	169.7	20.9%	450.8	19.6%
1279	University	96.8	19.6%	226.0	15.5%
	BUDGET				
192	Below $150,000	36.9	11.1%	83.2	8.3%
1391	$150- 499,999	84.0	16.7%	178.7	12.7%
1631	$500- 849,999	177.5	22.5%	524.9	22.1%
1710	$850-2,899,999	167.3	21.2%	486.1	21.1%
483	Over-2,900,000	257.7	28.7%	674.7	26.7%
	POPULATION				
405	Below $130,000	24.1	7.4%	51.7	4.9%
487	130- 299,999	62.1	12.2%	182.0	12.1%
786	300- 599,999	72.2	12.6%	197.7	11.5%
1407	600- 1,199,999	191.4	23.9%	507.7	23.3%
963	Over-1,200,000	137.1	18.4%	427.1	18.7%
448	Overlapped	312.6	45.3%	764.4	39.3%
911	Multiple Stations	204.4	22.0%	551.0	20.7%

through III.8 present analyses of both hours and programs for the interested reader. Later chapters resume the emphasis on program hours.

One of the reasons for adopting the "strict" definition of ITV was that it allowed the exclusion of "Sesame Street" and "The Electric Company" from the analyses that follow. These two programs are used so frequently that their inclusion would have biased the proportions of material attributed to subject matter, grade level, and format categories. A separate analysis of the two CTW programs is presented in Chapter IV. Figures III.2, III.3, and III.4 reflect percentages of programs that met the limited definition of ITV.

It is clear from Figure III.2 that ITV programing is spread over a wide range of subject matter; however, four areas are most frequent. Music, Art, and Theater (14.6%) is the most frequent subject matter category, followed by Natural and Physical Science (13.9%), Social Science (11.5%), and Literature and Humanities (10.4%).

ITV programs are usually useful at several grade levels. The survey format allowed respondents to give one, two, or three grade levels for each program. (Thus, totals are greater than 100%.) Figure III.3 graphically demonstrates the pattern of ITV programing by grade levels. ITV is most heavily concentrated for the first through sixth grades, with a peak at grades four, five, and six. There is a sharp drop between the sixth and seventh grades and a continued decline until high school seniors are the target for the lowest proportion of material appropriate for grade schools.

Material at the Junior College level (4.6% of programs), the college/university level (7.0%), and for adult education (8.9%), is not as frequent as grade school programing. However, this type of programming is of considerable interest to many PTV professionals. It will be examined more closely.

The survey form asked respondents to give one or two "formats" describing the nature of program production for ITV programs. Figure III.4 shows that the Lecture/Monologue and Demonstration formats are by far the most frequent in ITV programing. These, of course, are less expensive to produce than Dramatization, Documentary, Narrated Graphics, or Animation. Unfortunately, there are no

FIGURE III.2 PERCENTAGE OF ITV PROGRAMS BY SUBJECT MATTER (N=5407)

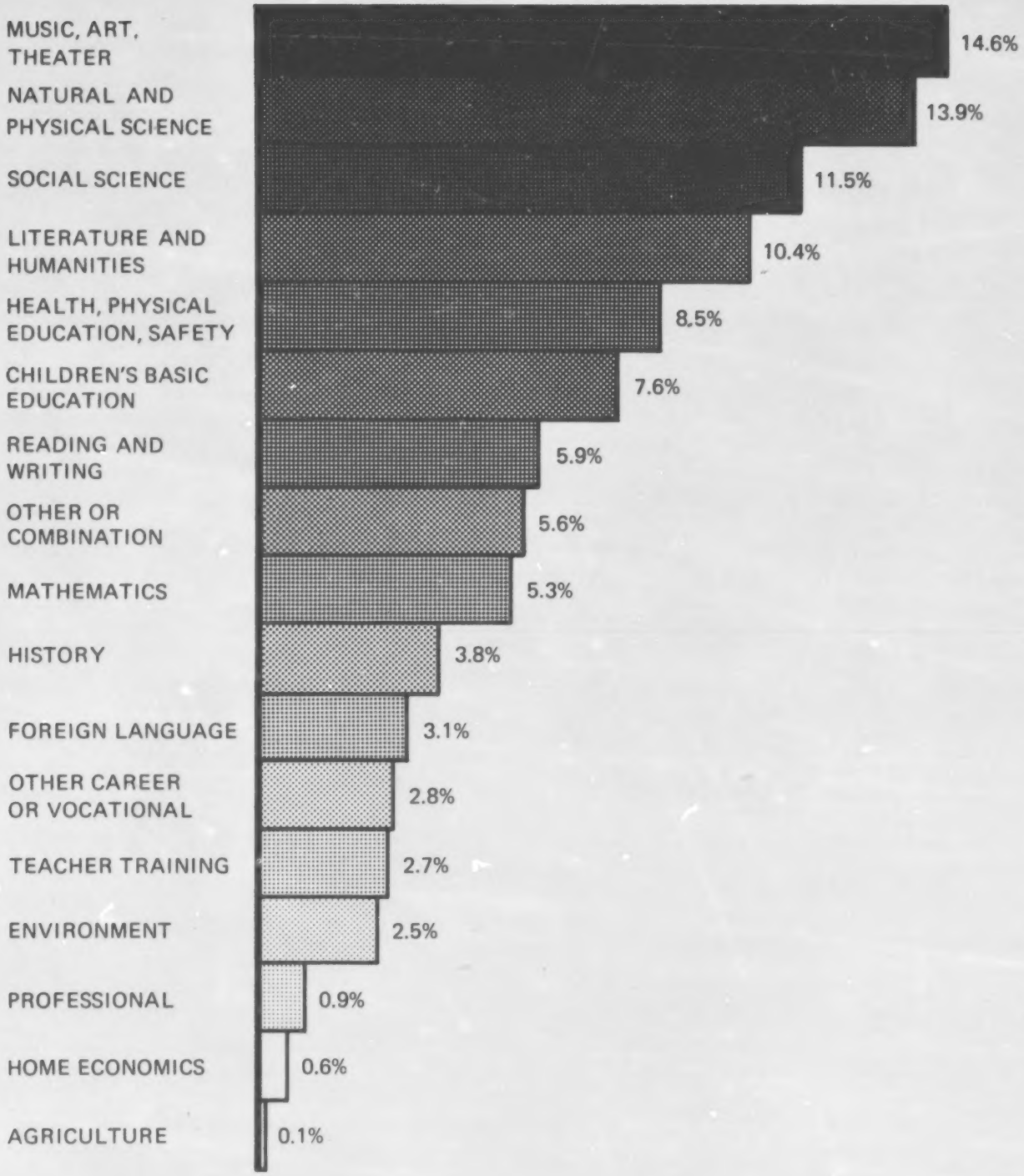


FIGURE III.3 PERCENTAGE OF ITV PROGRAMS BY GRADE LEVEL
(N=5244)

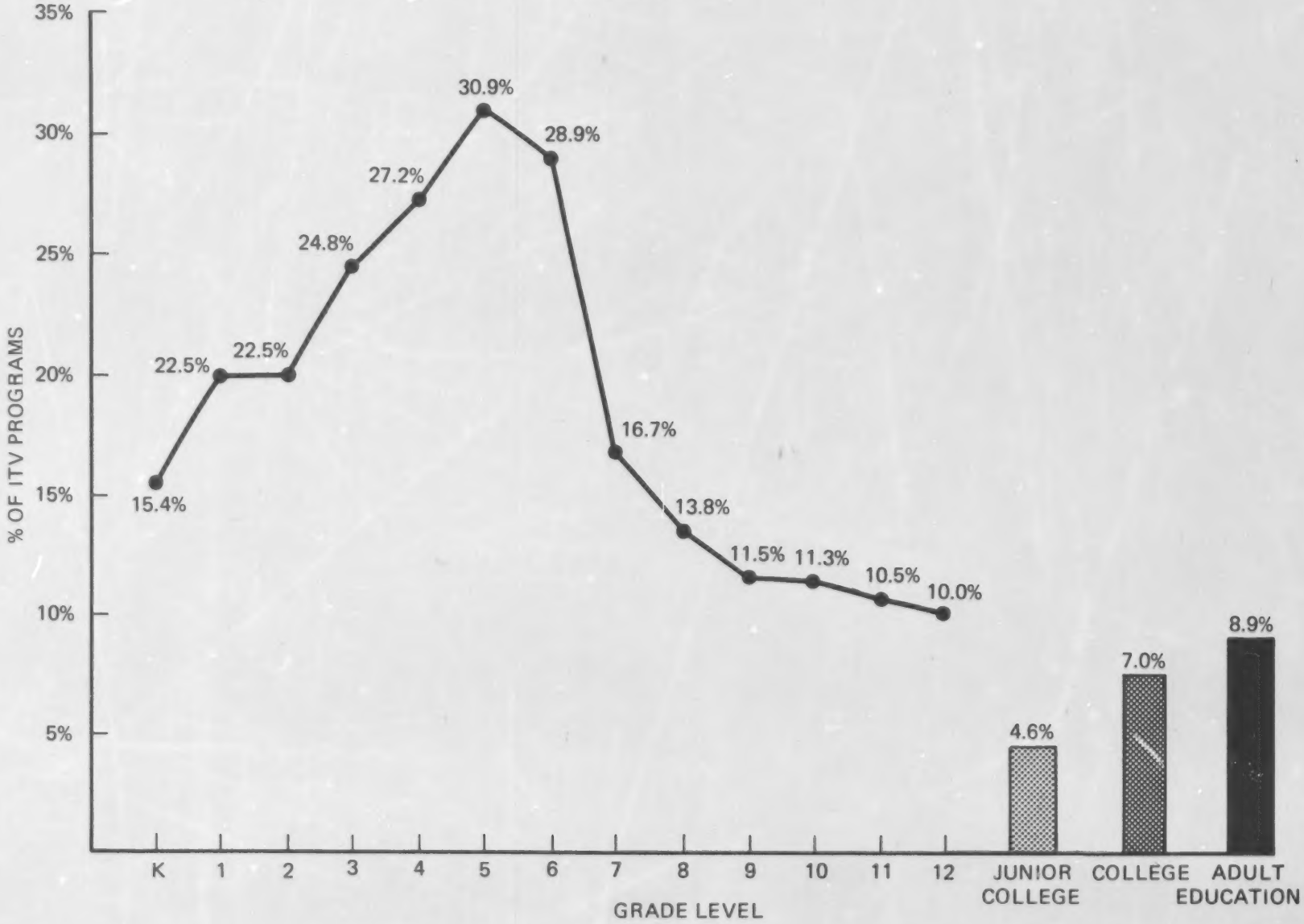
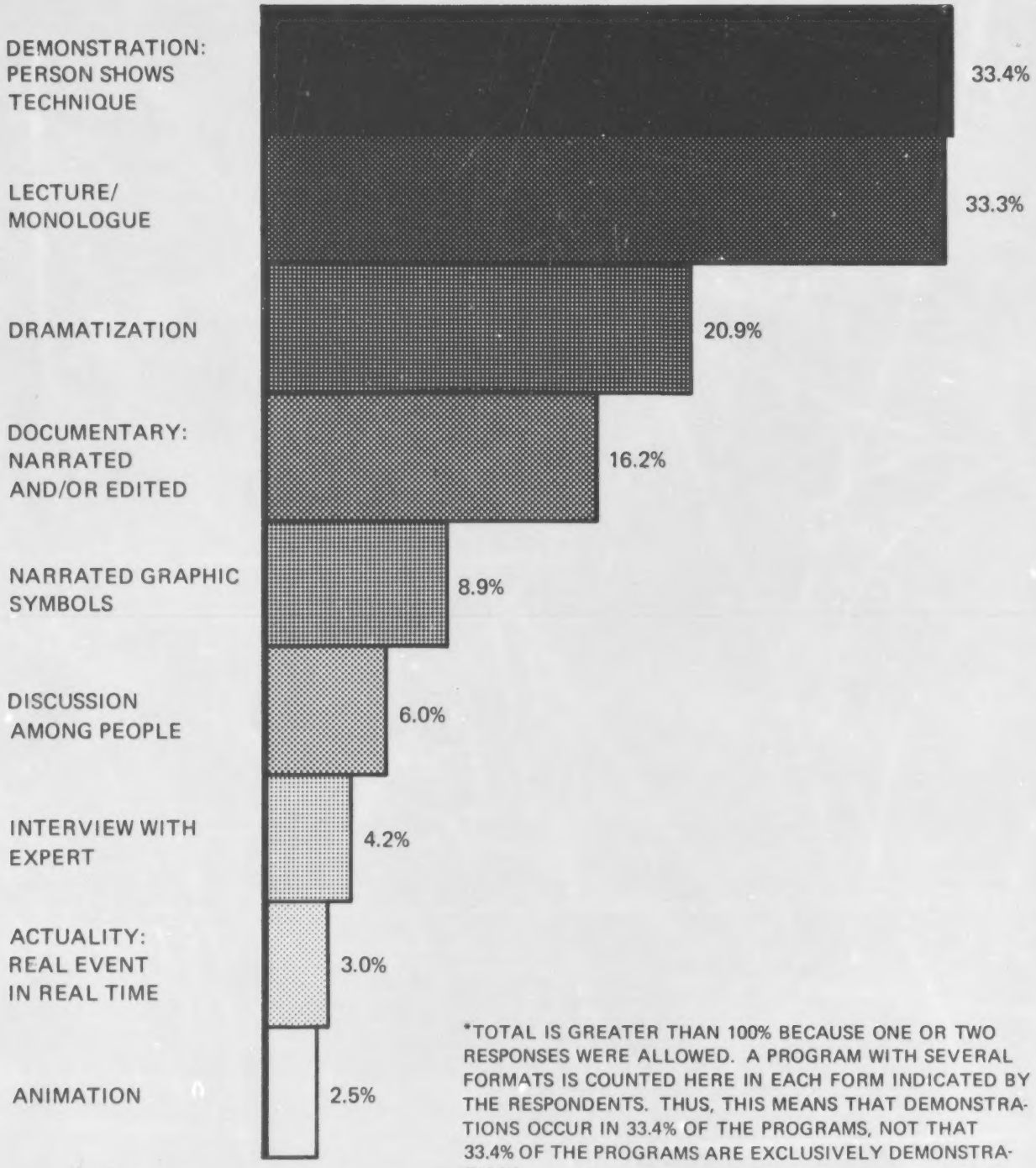


FIGURE III.4 PERCENTAGE OF ITV PROGRAMS BY FORMAT*
(N=5244)



*TOTAL IS GREATER THAN 100% BECAUSE ONE OR TWO RESPONSES WERE ALLOWED. A PROGRAM WITH SEVERAL FORMATS IS COUNTED HERE IN EACH FORM INDICATED BY THE RESPONDENTS. THUS, THIS MEANS THAT DEMONSTRATIONS OCCUR IN 33.4% OF THE PROGRAMS, NOT THAT 33.4% OF THE PROGRAMS ARE EXCLUSIVELY DEMONSTRATIONS.

comparative data from earlier years. It will be interesting to note changes in the use of ITV formats when the item is repeated in future years.

Computerized data processing has allowed an analysis of both grade levels and formats of ITV programing by subject matter. The sample size for the entire survey was not large enough to produce reliable data for tables with 272 cells (16 grades by 17 subjects), however. Thus, the discussion is limited to the patterns that have clearly emerged.

Subject Matter by Grade Level

*Children's Basic Educational programs were (naturally) concentrated at levels K and 1, where they reflected 27% and 18% respectively of all programs.

*Reading and Writing was concentrated at grades 1, 2, and 3 (9%, 10%, and 9% of programs).

*Literature and Humanities material was spread relatively evenly from grades 1 through 12. Since the upper grades had fewer total programs, the percentages within grade levels varied: from 6% to 13% of programs in grades 1 to 8, and from 14% to 16% in grades 9 to 12.

*Foreign Language programs were concentrated in the three high-school grades, comprising 9% to 11% of programs.

*Mathematics represented a fairly uniform 3% to 5% across grades 1 through 12; however this reflects a relative concentration in grades 3, 4, and 5.

*Natural and Physical Science programs are concentrated among grades 1 through 8, ranging from 14% to 19% of programs in these grades. Grades 1, 2, and 9 also receive a relatively high percentage of programs of this type (11% and 12%).

*Social Science programs are relatively concentrated in grades 4 (13%), 5 (14%), and 6 (15%); however, they constitute a higher proportion of programs for grades 10 (23%), 11 (20%), and 12 (22%).

*Music, Art, and Theater programs are concentrated across the K through 7 grade levels. Percentages are highest from K through 3 (18% to 23%), and less high from 4 through 7 (13% to 17%),

although the number of programs is consistent.

*Health, Physical Education, and Safety programs were highly concentrated in grades K through 5, ranging from 13% to 17% of programs.

Subject Matter By Format*

*Music, Art, and Theater programs were most frequently demonstrated: 51% used this format, 20% used lectures, and 11% used narrated graphics.

*Natural and Physical Sciences programing was most frequently a demonstration (41%). Lectures (32%) and documentary techniques (15%) were the next most frequent formats.

*Social Science programs were most frequently documentaries (32%) or lectures (28%); dramatizations were also frequent (15%).

*Literature and Humanities were most often presented in lectures (37%), dramatization (26%), and narrated graphics (19%).

*Health, Physical Education, and Safety programs most frequently used dramatization (36%), demonstration (32%), and lecture (22%).

*Children's Basic Education programs most often were dramatizations (31%) or documentaries (23%).

*Reading and Writing programs most frequently used lecture and demonstration formats (28% each). The same two formats were also most frequent for Mathematics programs -- 37% demonstrations and 30% lectures.

*More than half of the small amount of animation was used in Mathematics (36%) and Reading and Writing (16%).

*Narrated Graphics were concentrated among Literature and Humanities (30%) and Music, Art, and Theater (22%).

*Documentary formats were most frequently used for Social Science (28%) and Natural Science (18%).

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*NB: More than one format was allowed per program. Many programs combined several formats.

PRODUCTION, DISTRIBUTION, AND TRANSMISSION OF ITV

There are four major sources of ITV production. These are depicted in Figure III.5. "Other" PTV stations produced 32.5% of the ITV programs used by broadcasters in 1974. Independent ITV producers -- companies in business to develop instructional materials -- produced 22.9% of the programs. This is noteworthy, since it is the only area of public television programing in which outside organizations play such a significiant role. Local production still accounts for 20.7% of all programs, although local ITV production has been declining sharply for more than a decade. (For details of local ITV production by Broadcaster Category, see Table III.8.) Finally, programs produced by a consortium amount to 12.1% of the total. Three percentage points of this covered production by consortia that included the broadcaster.

Consortium production is a relatively recent phenomenon on the ITV scene. It has come about because of increasing demands for higher quality, more expensive, programs and because of the economics of scale involved when a group of broadcasters pools resources to produce programs that they all can use. The other side of the coin, however, is a steadily decreasing amount of local ITV production. Figure III.6 compares somewhat different measurements of ITV broadcast hours that had been produced locally since 1964. The methodological differences may add a bit of imprecision, but the declining proportion of local production is very strong and very clear.

Part B of Figure III.5 describes the sources of distribution of ITV programs. The National Instructional Television (NIT) Center, now known as The Agency for Instructional Television, distributed 19.0% of the ITV programs, and The Great Plains National Instructional Television Library (GPNITL) distributed 10.2%. Programs that came from the broadcaster's own facilities accounted another 20.4% of the programs; and "other" distribution sources play a major role. Regional networks supplied 23.2% of all ITV programs. This deserves closer examination:

	% from regional/state network	% from "our own" facilities
Northeast	44.2%	9.3%
South	7.0%	39.0
Central	30.8	12.4
West	6.6	19.0

FIGURE III.5 PERCENTAGE OF ITV PROGRAMS BY PRODUCER AND DISTRIBUTOR

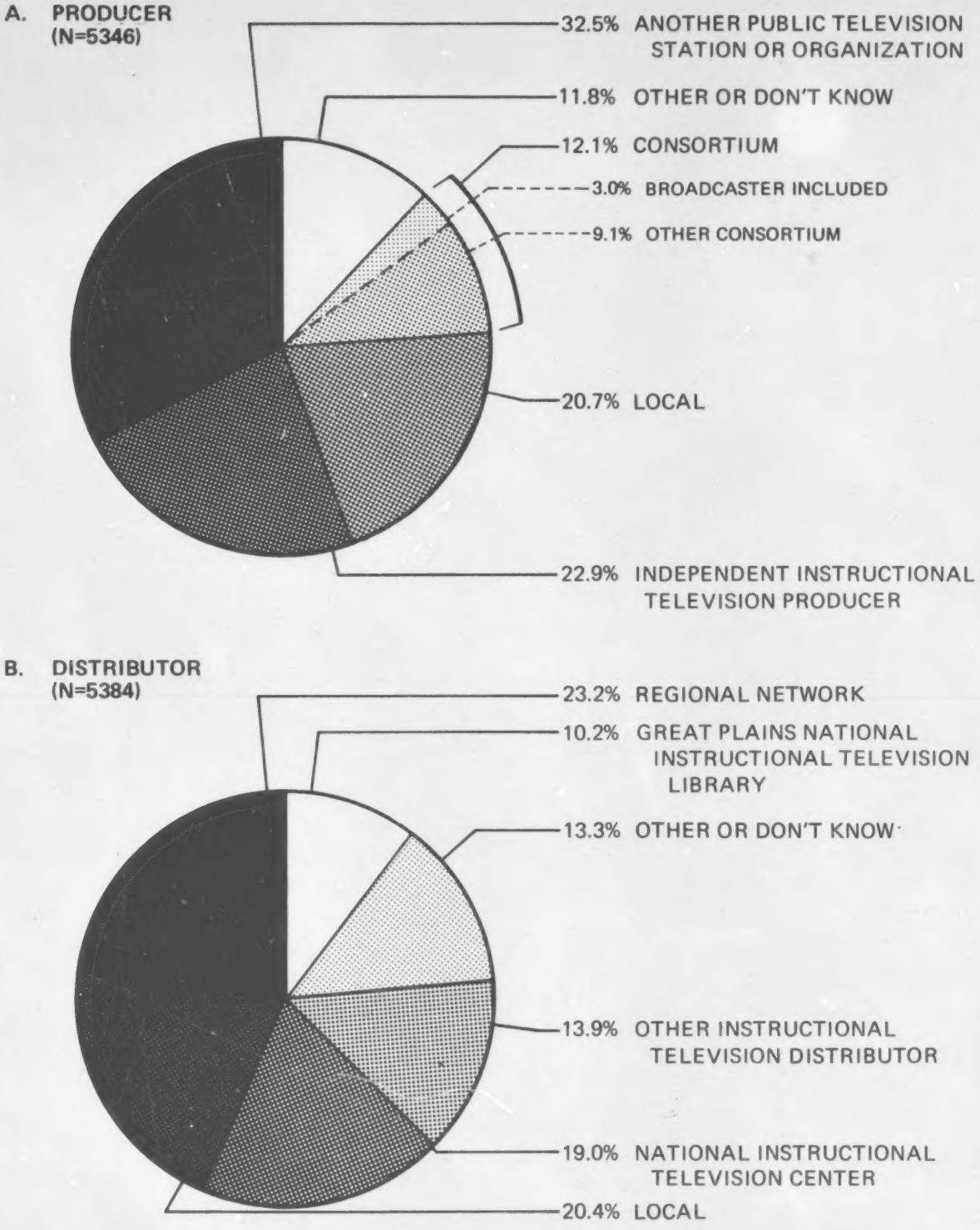
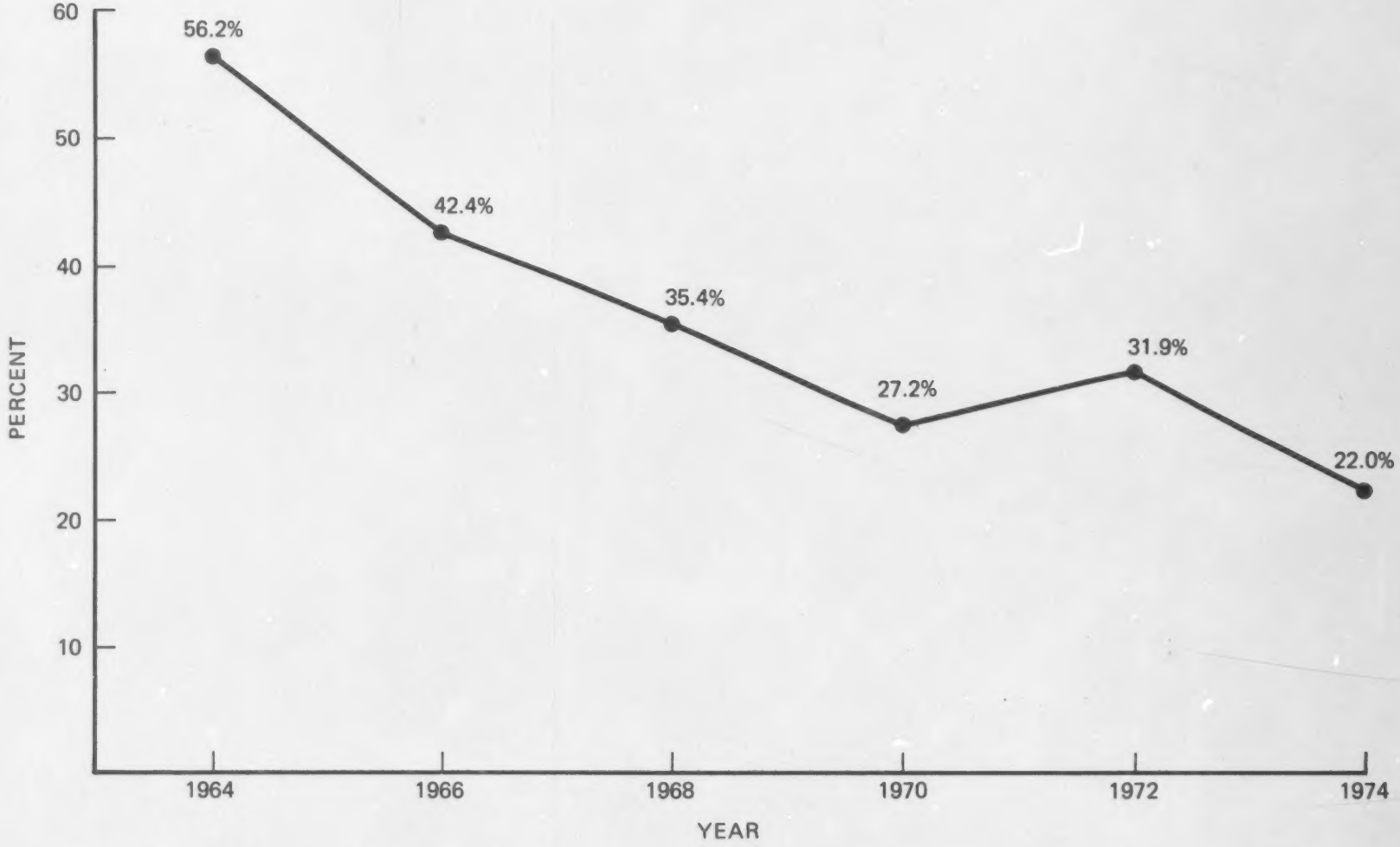


FIGURE III.6 LOCAL PRODUCTION OF ITV PROGRAMING* SINCE 1964

(% of ITV hours locally produced)



* 1964 to 1970 proportions of station hours in sample week;
1972 proportion of broadcaster hours in sample week;
1974 proportion of broadcaster hours in sample year.

There were great differences in the amounts of regional/state network distribution of ITV programs; these differences seem to be inversely paralleled by differences in the proportion of programs "from our own facilities." In the northeast, ITV distribution from the EETN accounted for a major share of all ITV programs, while there was comparatively little "local" material. In the south, the pattern is totally reversed. Southern broadcasters get a great deal of their ITV from their own facilities and a relatively small proportion from SECA (Southern Educational Communications Association), the regional network. (Note that "local" distribution for many southern broadcasters is statewide.) Broadcasters in the central states receive 30.8% of their ITV from either the Central Educational Network, Midwestern Educational Television, or intra-state networks of independently scheduled broadcasters. Local material is less frequent than the overall average. Western broadcasters obtain a low proportion of their material from the Rocky Mountain Corporation for Public Broadcasting, the Western Educational Network, or intra-state distribution. The proportion of programs from their own facilities is almost at the average for all broadcasters.

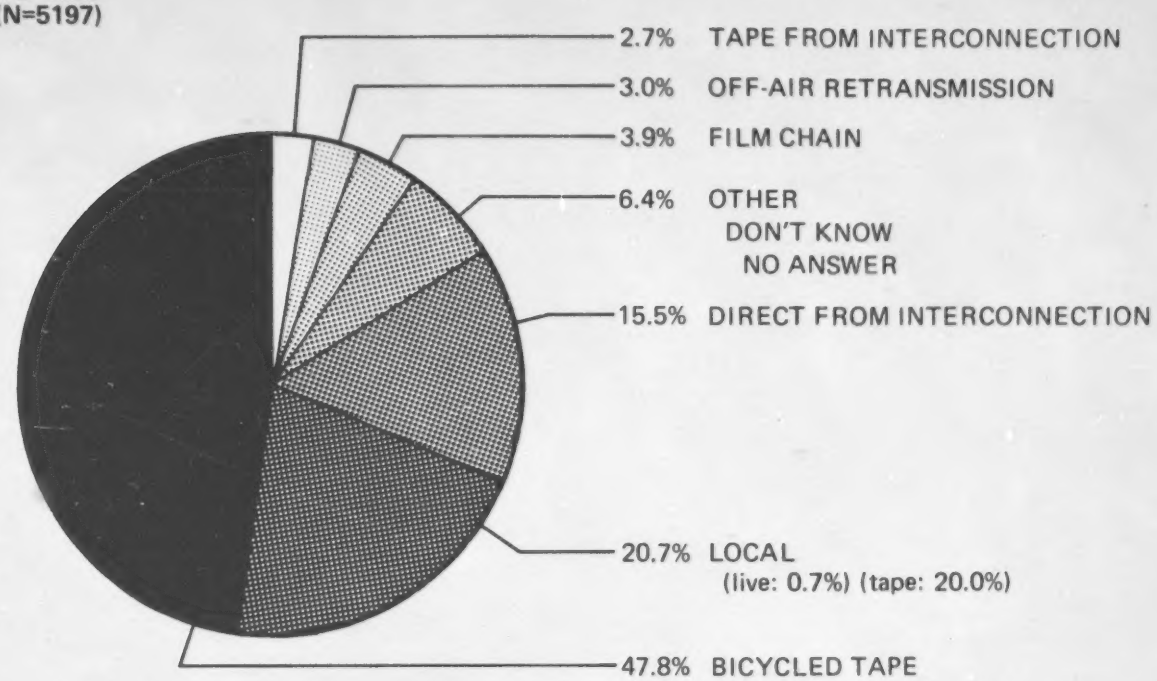
The most frequent method of transmission of ITV programs was videotape that had been shipped by "bicycle" or other methods. As Figure III.7 shows, this method accounted for almost half (47.8%) of all ITV programs aired in 1974. Locally available material -- almost entirely on tape -- and the use of interconnection -- 15.5% direct and 2.7% taped for replay -- are the next most frequent methods. The use of film chains and retransmission of signals received off-air from other PTV broadcasters is relatively infrequent.

Differences across regions of the country in sources of distribution are paralleled by differences in method of transmission:

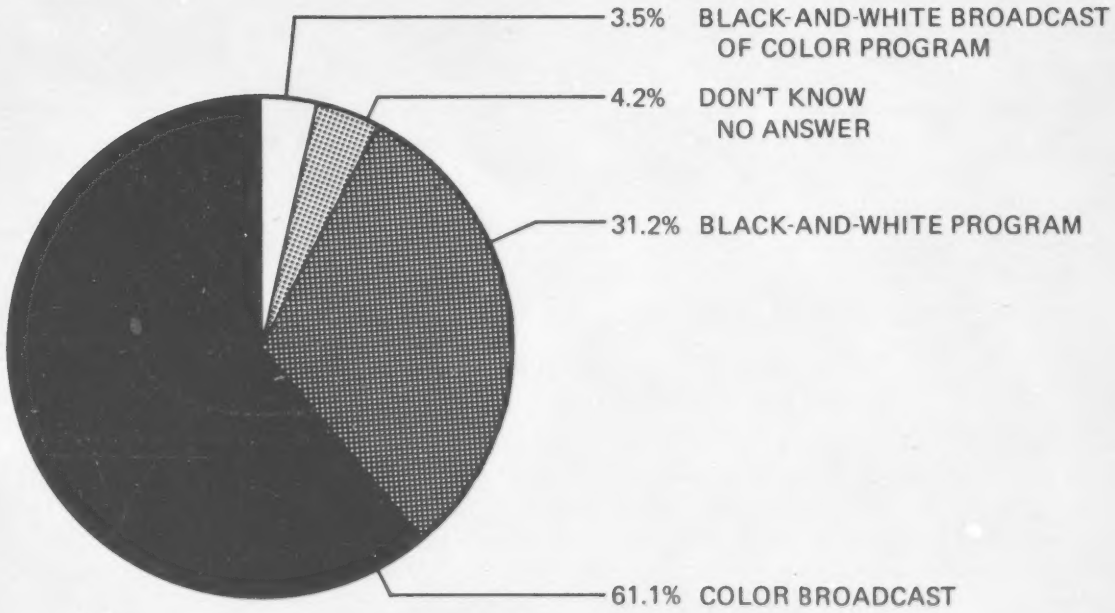
	Tape from our facility	Direct inter-connect	Tape bicycle or other	Off-air	Film
Northeast	9.6%	45.8%	38.2%	0.2%	2.7%
South	38.3	1.7	47.2	0.3	5.4
Central	15.2	14.5	54.2	5.6	3.2
West	16.8	0.3	53.1	8.1	4.8

FIGURE III.7 PERCENTAGE OF ITV PROGRAMS BY METHOD OF TRANSMISSION AND USE OF COLOR

(A) METHOD
(N=5197)



(B) COLOR
(N=5179)



The data indicate several phenomena. First, the northeastern broadcasters used direct interconnection for a great deal of their ITV material, and broadcasters in other parts of the country used it far less frequently. It is especially interesting to note that the amount of material obtained from the regional networks in the northeast was similar to the amount of material distributed by interconnection, but in the central states a relatively high amount of material from regional sources was not paralleled by an equivalent use of direct interconnection.

Second, distribution of videotape by bicycle or other shipping methods varied by region. The variation was related to availability of local material and use of interconnection. Northeastern broadcasters used tape shipments less than broadcasters in other regions -- they utilized a great deal of interconnection and a small amount of tape from their own facilities. Southern broadcasters used videotape shipments at about the frequency of the national average; but they also used a great deal of ITV material from their own facilities. Central state broadcasters used a higher than average proportion of tape shipments and bicycles, with similar amounts of local and interconnected material. Western broadcasters used bicycles and tape shipments most frequently, with almost no use of interconnection and an almost average amount of material from their own facilities.

Third, retransmission of ITV programs picked up from the off-air signal of another broadcaster was a technique used almost exclusively by central and western public television broadcasters.

COLOR AND REPEATS

One reason that data from this survey cannot be compared to data from earlier <u>One Week</u> surveys of public television content is that earlier surveys covered a single sample week during which ITV was much more frequent than it was across a full year. In this survey, the sample covered the entire year -- including the summer, when there is very little ITV. Since ITV producers, distributers, transmission, use of color, time of day, etc. are different from those of other program-types, comparisons of total week-long samples with year-long samples would be meaningless. However, <u>within ITV programing</u> a comparison of this sample with an earlier sample can be used to indicate broad trends. This approach has been used to examine local production of ITV in Figure III.6. It can also be applied to the use of color in ITV programs.

Part B of Figure III.7 indicates that 61.1% of the ITV programs broadcast in 1974 were broadcast in color. This is a much lower percentage of color broadcasting than the overall average for all PTV programs (83.7%). More important, though, is a comparison with similar data collected in April 1972. In that survey, only 24% of the ITV programs were broadcast in color. Thus, there has been a dramatic increase in the amount of color ITV broadcasts in two years -- an increase that cannot be attributed to differences in survey techniques.

Figure III.8 describes the use of ITV repeat programs. The total is greater than 100%, since programs could be repeated from earlier in the day, and/or earlier in the week, and/or prior to the week. It can be seen that 11.8% of the programs had been on the air earlier in the day, 30.2% were aired earlier in the week, and 22.3% of all ITV programs had been shown by the broadcaster in prior weeks (or even prior years).

PRINT MATERIALS DISTRIBUTED FOR ITV PROGRAMS

Print materials were distributed for 87.5% of the ITV programs broadcast in 1974. (#=4506) The distribution was as follows:

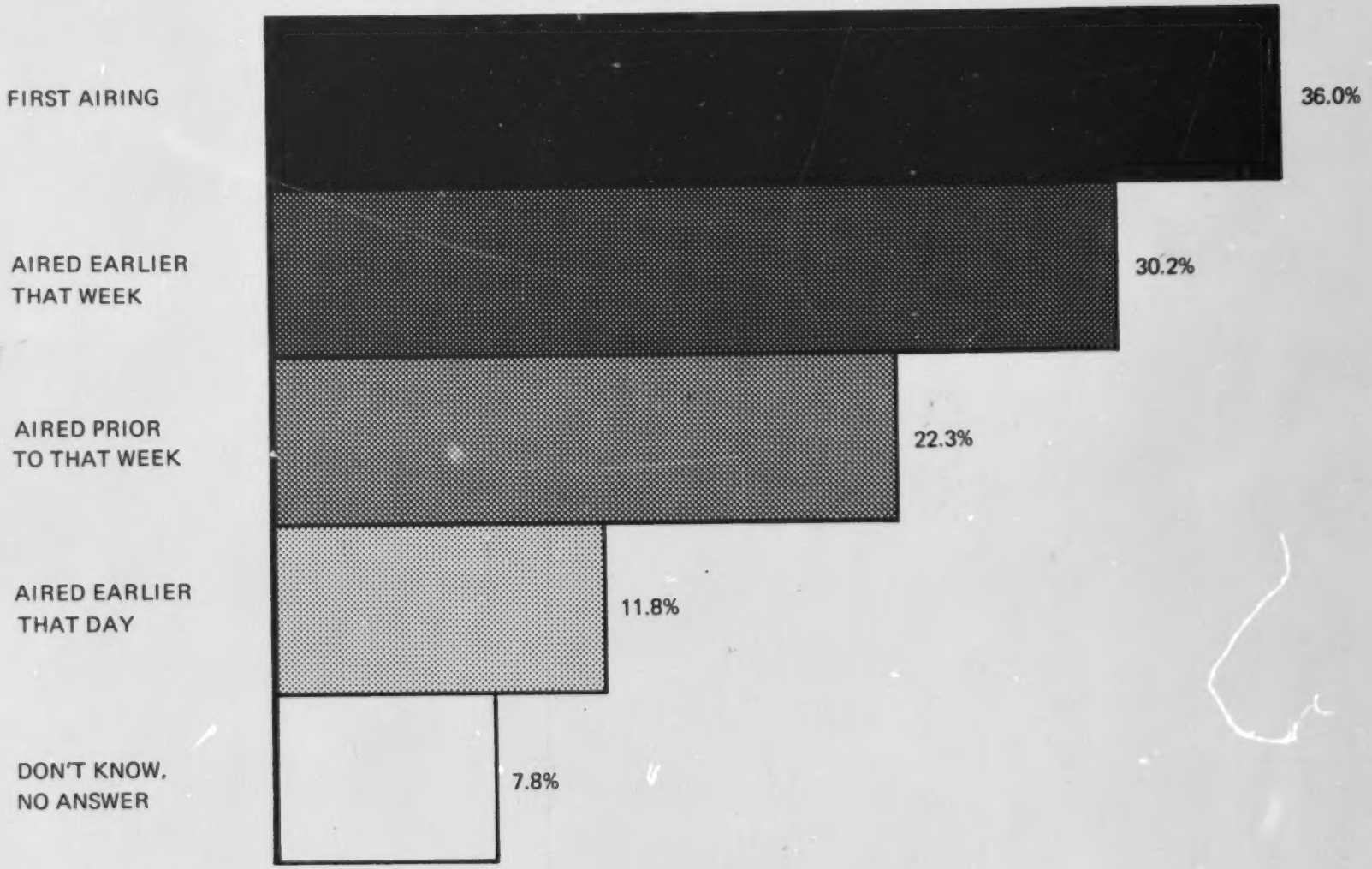
Teacher materials distributed by broadcaster	52.6%
Teacher and student materials distributed by broadcaster	8.3%
Teacher materials distributed by other source	12.8%
Teacher and student materials distributed by other source	8.6%
Other and don't know	5.5%

Most of the print materials distributed with ITV programs are teacher guides. Materials for students are far less frequent. (Remember that the CTW programs are not included in these totals.)

ADULT, COLLEGE, AND JUNIOR COLLEGE PROGRAMS

The survey indicates an average annual total of 260 programs per broadcaster (4% of all programs, 13.5% of ITV programs) were at the adult, college, or junior college level.

FIGURE III.8 PERCENTAGE OF ITV PROGRAMS BY USE OF REPEATS (N=5407)



Sixteen percent of these programs were teacher training; 12% were categorized as social science; and the remainder were fairly evenly spread over subject matter categories -- this includes 5.8% of programs at this grade level defined as "professional training" (about 15 programs per broadcaster per year).

A higher proportion of programs at this grade level (35%) was produced at local facilities. Independent producers were responsible for 21%, and other PTV broadcasters produced 20.7% -- a lower proportion than for all ITV programs.

Air times for programs at this grade level were concentrated in weekdays: 34.7% of such programs were broadcast on weekdays between school and prime time ("after school" might be a more appropriate label), 27% were aired during school hours, 14.7% were aired in weekday prime time, and 10.8% were aired in the early morning before school hours.

ITV WITHIN PROGRAMING CATEGORIES

To this point, ITV programing has been examined mainly in terms of the proportions and average annual amounts of phenomena among ITV material. A brief examination can also be made of instructional programing <u>within</u> certain categories:

*ITV represents 21.3% of the programs (11.6% of hours) produced by other PTV broadcasters.

*ITV represents 76.3% of the programs (66.4% of hours) produced by "Independent or Instructional TV producers."

*ITV represents 55.0% of the programs (39.3% of hours) distributed by regional networks.

*ITV represents 12.6% of the programs (12.9% of hours) distributed by PTL or NET.

*ITV represents 51.8% of the programs (43.1% of hours) available on tape from broadcasters' own facilities.

*ITV represents 12.3% of the programs (5.6% of hours) available from direct interconnection.

*ITV represents 59.3% of the programs (44.3% of hours) available from videotape bicycles or other shipments.

*ITV represents 65.5% of the programs (50.0% of hours) broadcast in black and white.

*ITV represents 8.9% of the programs (5.6% of hours) broadcast in the summer period from June 6 to September 17.

*ITV represents 43.4% of the programs (32.6% of hours) produced and distributed by the local broadcaster.

*ITV represents 67.5% of the programs (52.7% of hours) broadcast on weekdays during school hours.

CHAPTER IV

"SESAME STREET" AND "THE ELECTRIC COMPANY"

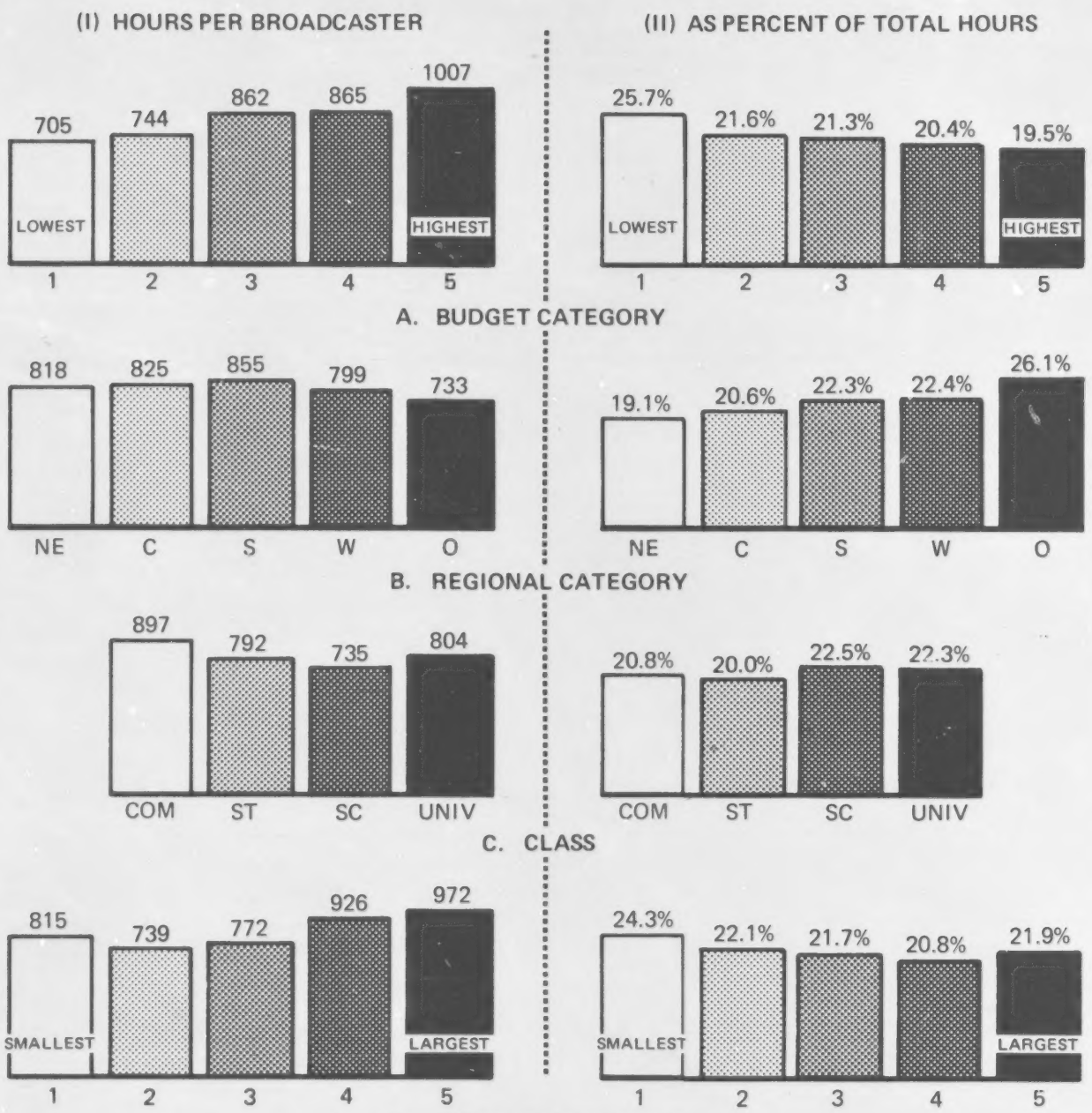
The two children's programs from The Children's Television Workshop (CTW) accounted for 21.2% of all air time and 16.7% of all programs broadcast in 1974. Estimated annual averages were 558 hours per broadcaster of "Sesame Street" and 263 hours per broadcaster of "The Electric Company." This represented an almost equal number of airings of each program.

Basic characteristics of these two programs are familiar to most readers: the producer (CTW), distributor (PBS), format, and general nature of the two programs are well known. (There is debate over appropriate categories for the two programs: whether they belong with traditional ITV, their grade level, and whether they are for viewers categorized as members of a minority group. These issues are avoided in this report; it presents data on the programs without applying labels.) Most of the important data on "Sesame Street" and "The Electric Company" collected by the program content survey is summarized by Figure IV.I; a brief commentary fills out this chapter.

There were no great differences in use of "Sesame Street" and "The Electric Company" across broadcaster categories. Almost all trends in average annual hours per broadcaster are reversed when "Sesame Street"/"The Electric Company" are examined as a percentage of total hours. Thus, differences in total "Sesame Street"/"The Electric Company" hours tend to reflect greater total available hours of air time rather than a greater propensity to broadcast the programs. High-budget broadcasters transmitted more hours of the two programs than low-budget broadcasters; but the higher budget groups devoted lower proportions of their total air time. The same opposing patterns appeared by region, class, and population served.

Figures IV.2 and IV.3 indicate that broadcasts of "Sesame Street"/"The Electric Company" took place on weekdays after school (47.7%), during weekday school hours (30.9%), and weekend morning/daytime (13.1%) -- predominantly on Saturday. This is not surprising. The pattern follows the PBS feed of the programs. The two individual programs were examined by day of week and time of day. Patterns were very similar for both of them -- of course "Sesame Street" always represents twice as many hours. "Sesame Street"

FIGURE IV.1 AVERAGE ANNUAL *SESAME STREET/ELECTRIC COMPANY* HOURS BY BROADCASTER CATEGORY



NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

COM = COMMUNITY
ST = STATE
SC = SCHOOL
UNIV = UNIVERSITY

FIGURE IV.2 PERCENTAGE OF *SESAME STREET/ELECTRIC COMPANY* HOURS BY DAYPART

(N=3025)

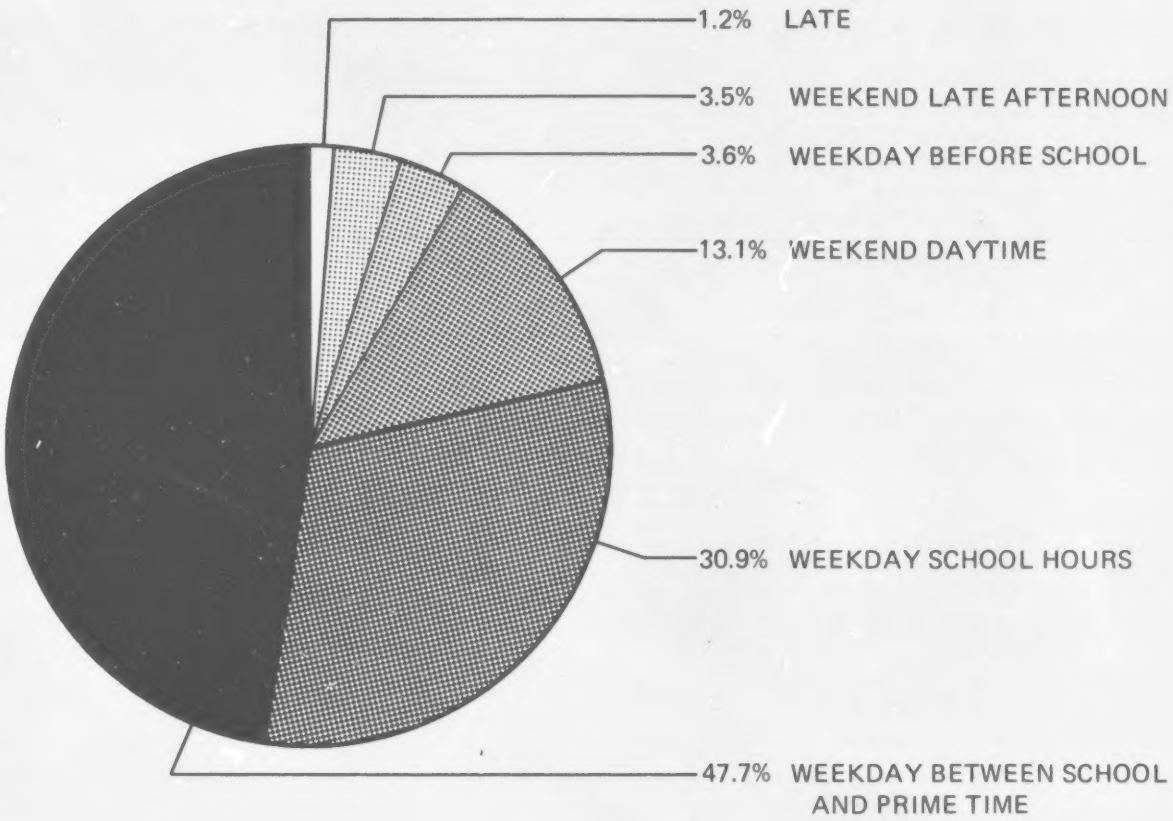
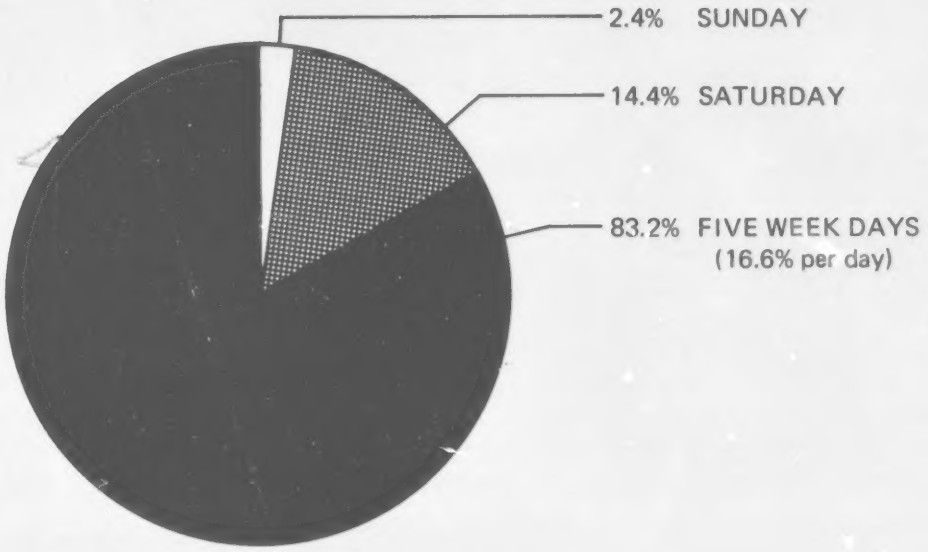
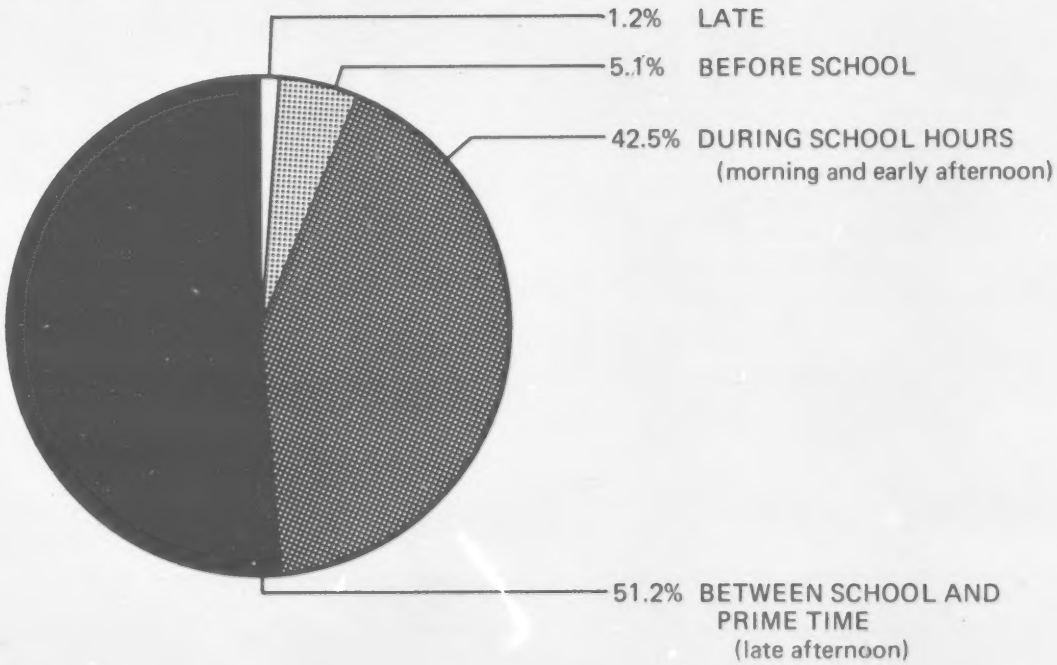

1.2% LATE
3.5% WEEKEND LATE AFTERNOON
3.6% WEEKDAY BEFORE SCHOOL
13.1% WEEKEND DAYTIME
30.9% WEEKDAY SCHOOL HOURS
47.7% WEEKDAY BETWEEN SCHOOL AND PRIME TIME

FIGURE IV.3 PERCENTAGE OF *SESAME STREET/ELECTRIC COMPANY* HOURS BY DAY OF WEEK AND TIME OF DAY

(A) DAY OF WEEK
(N=3058)



(B) TIME OF DAY
(N=3025)



tended to be aired slightly more often during school hours. The following describes the distribution of percentage of programs for each series:

	Weekday school hours	Weekday after school	Weekend morning/ day
"Sesame Street"	28.8%	48.4%	13.9%
"The Electric Company"	35.5%	45.6%	12.6%

There is a great reliance on interconnection to transmit these two programs (63.9%). See Figure IV.4. They are regular daily series, and in most cases they are repeated daily. Thus, broadcasters try to avoid the substantial cost of taping and replaying. Nevertheless, more than a quarter of the transmitted hours of "Sesame Street"/"The Electric Company" were taped by the broadcaster for replay at a different hour. Estimates of the cost of taping for replay range from $25 to $70 per hour. This would indicate that the 147 broadcasters spend between $800,000 and $2,200,000 just to play these two programs at non-interconnected hours.

The survey also found that 3.5% of "Sesame Street"/"The Electric Company" broadcasts were in black and white. Since the programs are produced and distributed in color, this means that there are instances of broadcasters using black-and-white recording or playback equipment. The 3.5% black-and-white proportion is down considerably from the 12.3% black and white transmission of "Sesame Street"/"The Electric Company" found in April 1972.

For each of the two programs, 130 were produced. Over the course of the year, each episode was shown an average of 4.2 times. The survey data also indicate that within a given day (including weekends) 61.7% of the programs shown once were shown again the same day. It should be noted that these high repeat rates do not discount for days when broadcasters were off the air, summer days with lower repeat rates, and the fact that secondary schedules in some cities also repeated the two programs (See Appendix I).

Figure IV.5 examines the two CTW programs in the context of

FIGURE IV.4 PERCENTAGE OF *SESAME STREET/ELECTRIC COMPANY* HOURS BY METHOD OF TRANSMISSION

(N=2910)

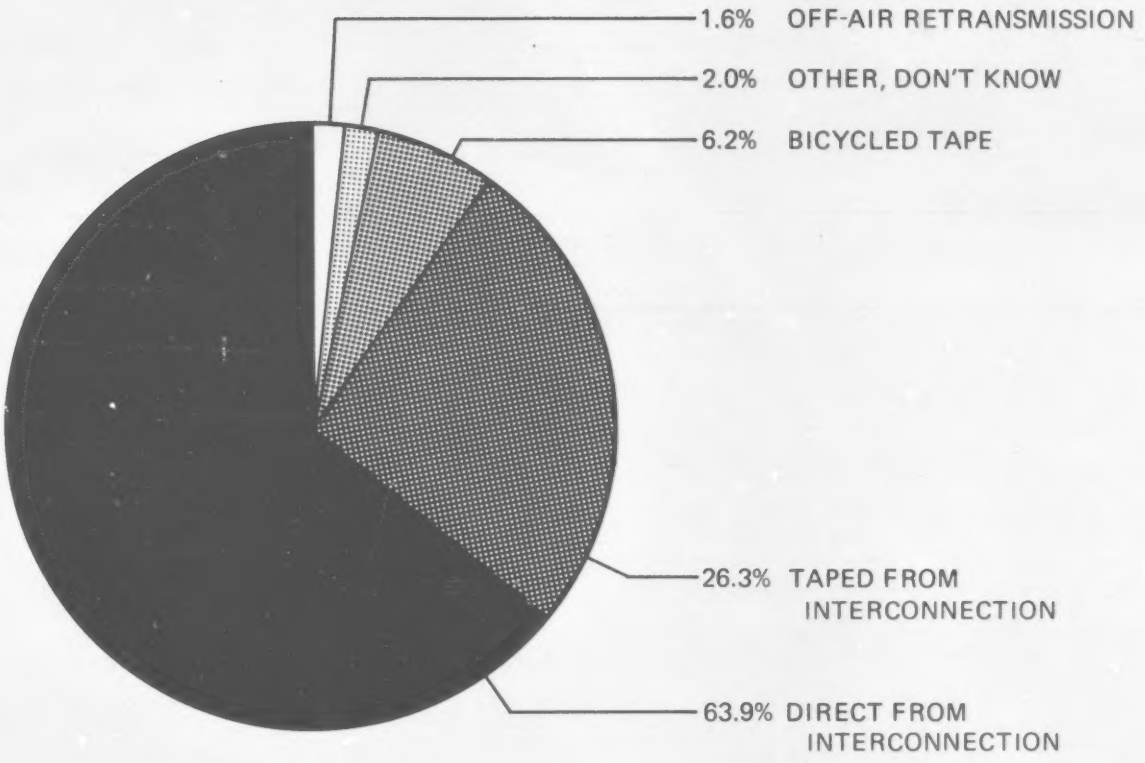
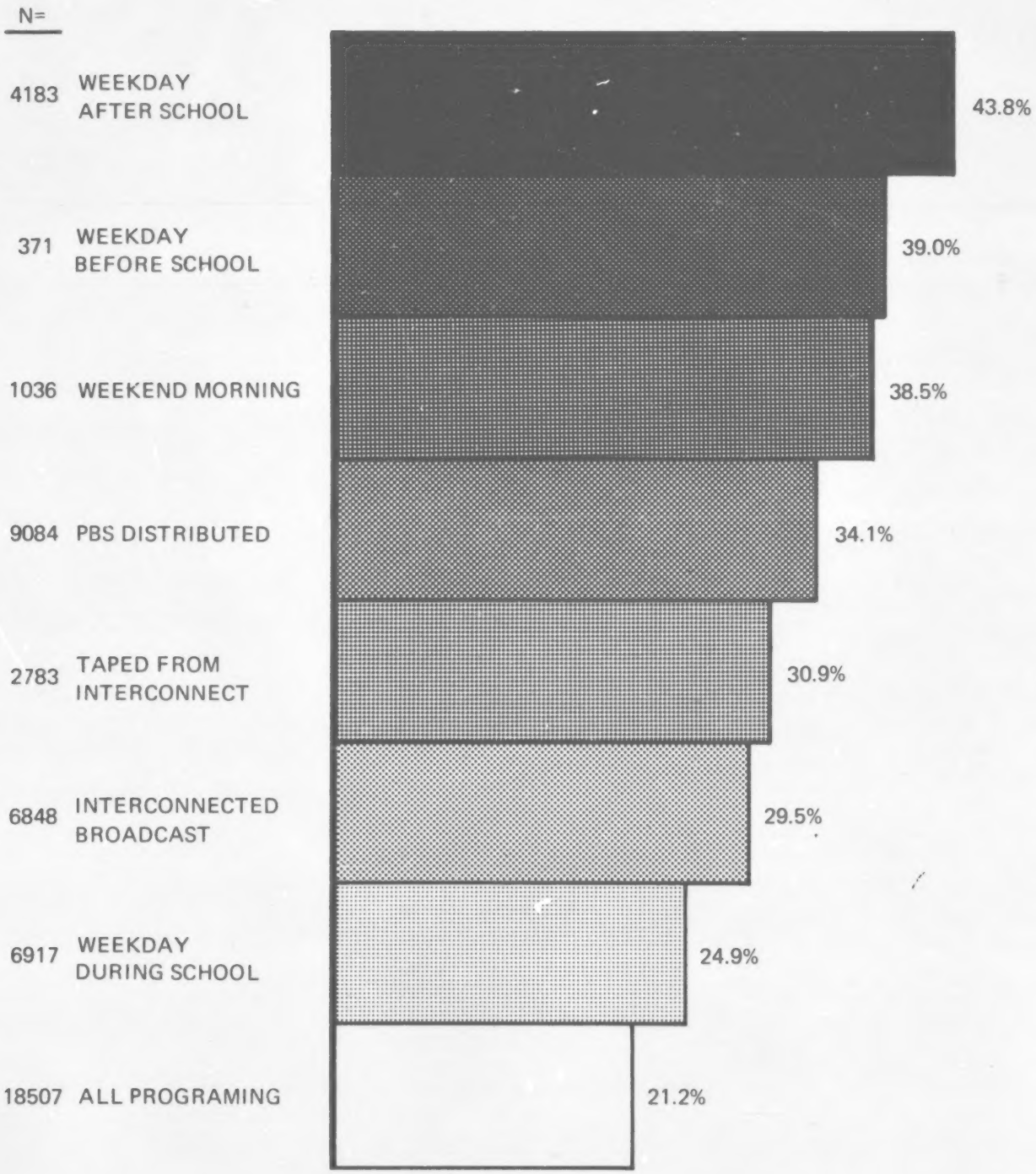


FIGURE IV.5 *SESAME STREET/ELECTRIC COMPANY* HOURS AS PERCENTAGE OF SELECTED PROGRAMING SEGMENTS



several aspects of programing. They represent 34.1% of the hours distributed by PBS; 30.9% of the use of direct interconnection; 30.9% of the hours taped from interconnection for replay; 39% of weekend morning and weekday "before school" hours; 24.9% of the air time weekdays during school hours (23% of school hours on days when school was in session); and 43.8% of the hours broadcast after school on weekdays.

CHAPTER V

"GENERAL" AND NEWS/PUBLIC AFFAIRS PROGRAMS

When instructional programs and the two programs from CTW are removed from the analysis, the remaining programs fall into the "general" and news/public affairs program types. In the first part of this chapter, the focus is on the combination of these types of programs (abbreviated "General + News"); the News/Public Affairs programs are treated as a separate group later in the chapter.

General + News programs represented 61.6% of all broadcast hours and 53.9% of all programs in PTV schedules during 1974. These proportions reflect annual averages of 2385 hours and 3529 programs. Average program length was 41 minutes.

DIFFERENCES BY BROADCASTER CATEGORY

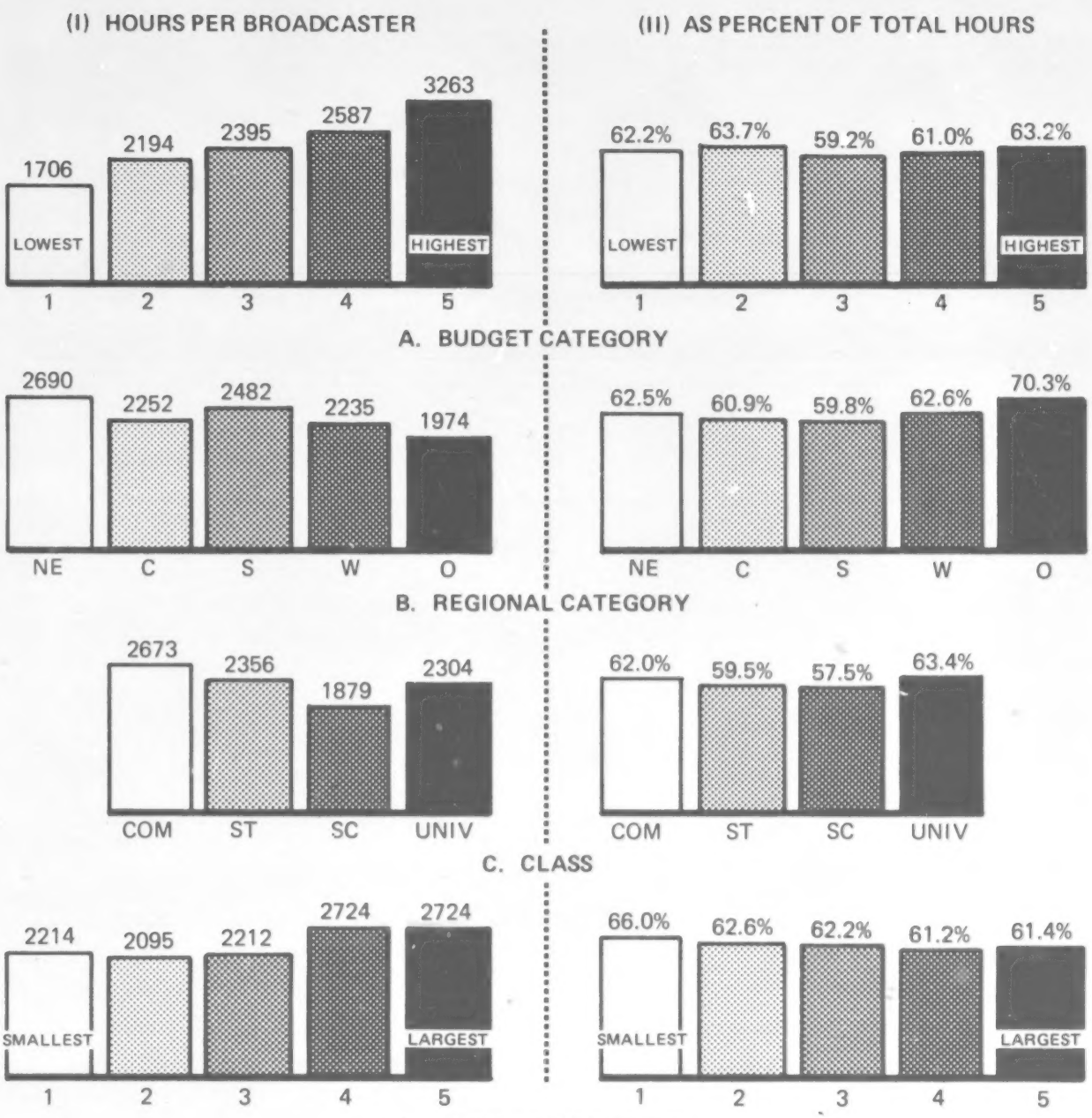
Broadcasters with larger budgets scheduled more average annual hours of General + News material than broadcasters with lower budgets; and there are differences by region, class, and population served. However, Figure V.1 fairly clearly indicates that (with the exception of broadcasters in outlying regions) there are relatively small differences over broadcaster categories in the proportion of air time devoted to General + News content. The pattern that emerges indicates that certain types of broadcasters were on the air for more total hours, and that relatively similar proportions result in differences in average annual hours of this type of material.

TYPES OF GENERAL + NEWS PROGRAMS

Table V.1 presents a detailed division of General + News hours and programs by different program types. For an initial analysis, these have been combined into five clusters of program types: News/Public Affairs (20.5% of all General + News hours), Information/Skills (25.8%), Children's (17.4%), Cultural (29.1%), and Other General (7.2%). These clusters are scheduled differently -- the differences are detailed in Tables II.10 and II.11 and are described in Chapter II.

Within the annual average of 615.7 hours of Information/Skills material, three types of programs were counted. History/

FIGURE V.1 AVERAGE ANNUAL GENERAL AND NEWS HOURS BY BROADCASTER CATEGORY



NE = NORTHEAST
C = CENTRAL
S - SOUTH
W = WEST
O = OUTLYING

COM = COMMUNITY
ST = STATE
SC = SCHOOL
UNIV = UNIVERSITY

TABLE V.1

Types of "General & News" Hours and Programs:

Average Annual Totals and Percentages per Broadcaster

Program Type	HOURS			PROGRAMS		
	Annual Average	% of All "General & News"	% of All Programing	Annual Average	% of All "General & News"	% of All Programing
(News/P.A.)	(487.8)	(20.5%)	(12.6%)	(681.9)	(19.3%)	(10.4%)
(Info/Skills)	(615.7)	(25.8%)	(15.9%)	(1,043.3)	(29.6%)	(16.0%)
History/Biography	60.3	2.5%	1.6%	87.1	2.5%	1.3%
General Info	412.8	17.3%	10.7%	655.5	18.6%	10.0%
Skills/How-To	142.7	6.0%	3.7%	300.6	8.5%	4.6%
(Children's)	(416.1)	(17.4%)	(10.7%)	(831.9)	(23.6%)	(12.5%)
(Cultural)	(694.8)	(29.1%)	(17.9%)	(804.4)	(22.8%)	(12.3%)
Culture/Art/Reviews	153.7	6.4%	4.0%	253.1	7.2%	3.9%
Music or Dance Performance	210.9	8.8%	5.4%	252.4	7.2%	3.9%
Drama	236.0	9.9%	6.1%	206.0	5.8%	3.1%
Feature Film	72.8	3.1%	1.9%	56.4	1.6%	0.9%
Comedy/Satire	5.9	0.2%	0.2%	10.4	0.3%	0.2%
Variety	15.5	0.7%	0.4%	26.1	0.7%	0.4%
(Other General)	(172.3)	(7.2%)	(4.4%)	(167.5)	(4.7%)	(2.6%)
Sports	102.6	4.3%	2.6%	67.1	1.9%	1.0%
Fund Raising	23.7	1.0%	0.6%	11.4	0.3%	0.2%
Other	46.1	1.9%	1.2%	88.9	2.5%	1.4%
Total	2385 Hours	100.0%	61.6%	3529 progs	100.0%	53.9%
# =	18349	9884	18349	18349	9884	18349

Biography programs accounted for an average of 60.3 annual hours -- 1.6% of all air time. General Information programs included an average 412.8 hours per broadcaster -- 10.7% of all air time. Skills and How-To-Do-It programs totaled 142.7 hours per broadcaster -- 3.7% of all air time.

Children's General programing totaled 416.1 annual hours per broadcaster -- 10.7% of all air time. This category included "Mister Rogers' Neighborhood," "ZOOM!," "Villa Alegre," "Carrascolendas," and "Hodgepodge Lodge," among others. In fact, these five programs accounted for 83% of the Children's General hours.

The 694.8 average annual hours of Cultural programs included six program types. Most of these programs were either Drama performance or series (236 hours, 6.1% of all air time), or Music or Dance performance (210.9 hours, 5.4% of all air time). Other fairly frequent types were Culture/Art Reviews programing (153.7 hours, 4.0% of all air time) and feature films (72.8 hours, 1.9% of all air time). Variety programs were marginally represented; and there was almost no comedy or satire on public television in 1974.

Among the "other general" programing on the air, the most frequent category was Sports (102.6 hours, 2.6% of all air time), which was concentrated in weekend daytime and early evening hours.

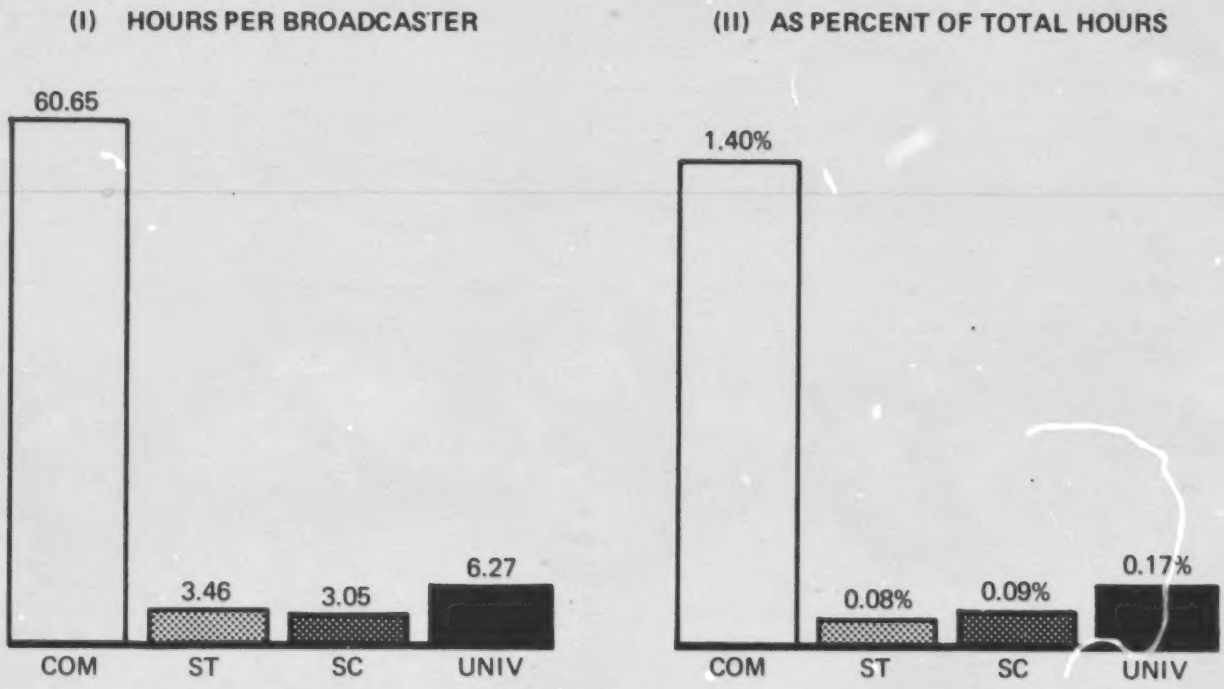
Fund-raising activities took an average of only 0.6% of all air time, when averaged over all schedules. But this amount is deceptive, as Figure V.2 clearly shows. Community broadcasters averaged almost 61 hours per year of fund-raising programing -- auctions, pledge appeals, etc. -- over the year. (Pledge appeals shorter than five minutes were not counted.) It should also be noted that university broadcasters averaged more of this type of programing than the other two broadcaster classes -- state and school. Several broadcasters licensed to universities have begun to actively solicit station support from their local communities, and these appeals have begun to appear in the totals.

DAY AND TIME OF GENERAL + NEWS PROGRAMING

Basic details about the day and time of day during which General + News programs were broadcast are presented in Figure V.3. A slightly higher than average proportion of hours were broadcast on Sundays. Almost half of all material of this type was broadcast during prime time, and another 7.2% was broadcast after prime time. The General + News programing during daytime and early evening hours tended not to be transmitted on days when school was in session.

FIGURE V.2 AVERAGE ANNUAL STATION PROMOTION/AUCTION/ FUND RAISING HOURS BY BROADCASTER CLASS

(N=18507)

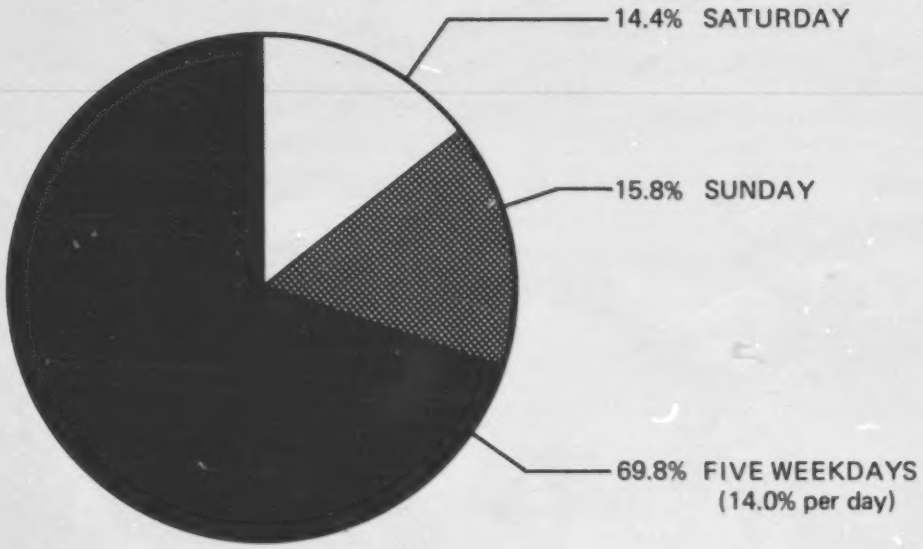


COM = COMMUNITY
ST = STATE
SC = SCHOOL
UNIV = UNIVERSITY

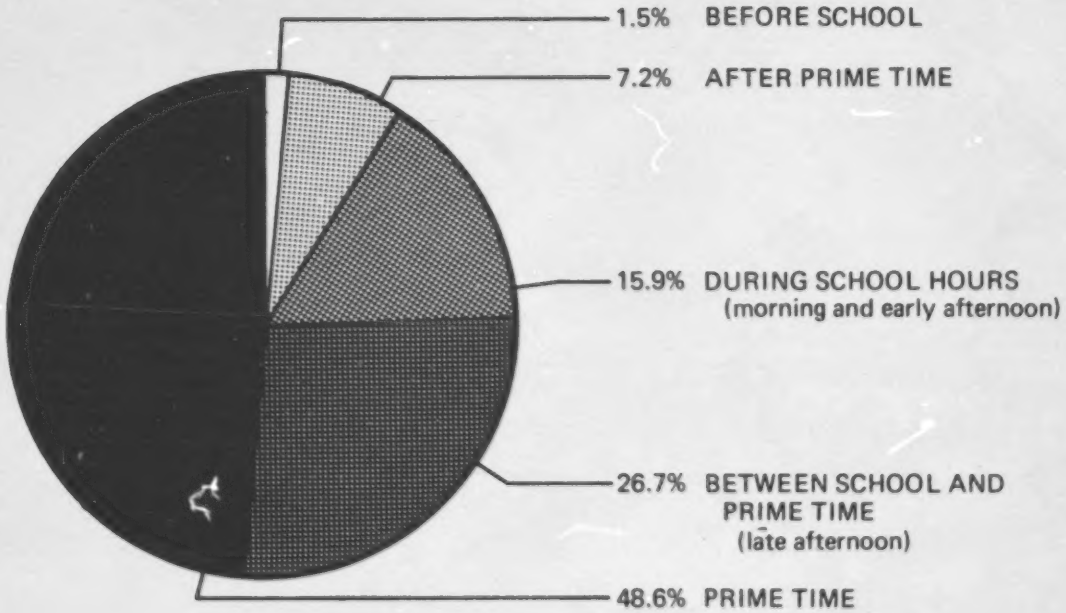
FIGURE V.3 PERCENTAGE OF *GENERAL & NEWS* HOURS BY DAY OF WEEK AND TIME OF DAY

(N=9884)

A. DAY OF WEEK
(N=9884)



B. TIME OF DAY
(N=9780)



Over the course of the year there were changes in the weekly hours of the types of General + News programs:

	1/1-6/5	6/6-9/17	9/18-12/30
News/PA	9.6 hours/ week	8.8	9.6
Information/ Skills	10.9	11.8	13.2
Children's	7.1	7.1	10.2
Cultural	12.3	14.1	14.3

The fall schedules contained the same number of hours per week of News/Public Affairs as the schedules in the previous winter and spring. There were two or three more hours per week of each of the other General + News program type clusters.

Production, Distribution, and Transmission of General + News Hours

Figure V.4 and Tables V.2 and V.3 show that nearly two thirds (65.2%) of all the General + News hours broadcast had been produced by another PTV organization. Local production accounted for another 12.3% of the hours of this type; and foreign-made programs or international co-productions accounted for another 8.7% of air time of this type. (It should be noted that both "Masterpiece Theatre" and "Nova" were included in this category.)

As Figure V.5 shows, nearly two-thirds of all General + News hours were distributed by PBS, and another 3% came from the Public Television Library (PTL) or NET. Once again, regional networks were responsible for the distribution of a meaningful proportion of all hours of this type (9.3%).

There was again significant variation by region.

FIGURE V.4 PERCENTAGE OF *GENERAL & NEWS* HOURS BY PRODUCER

(N=9854)

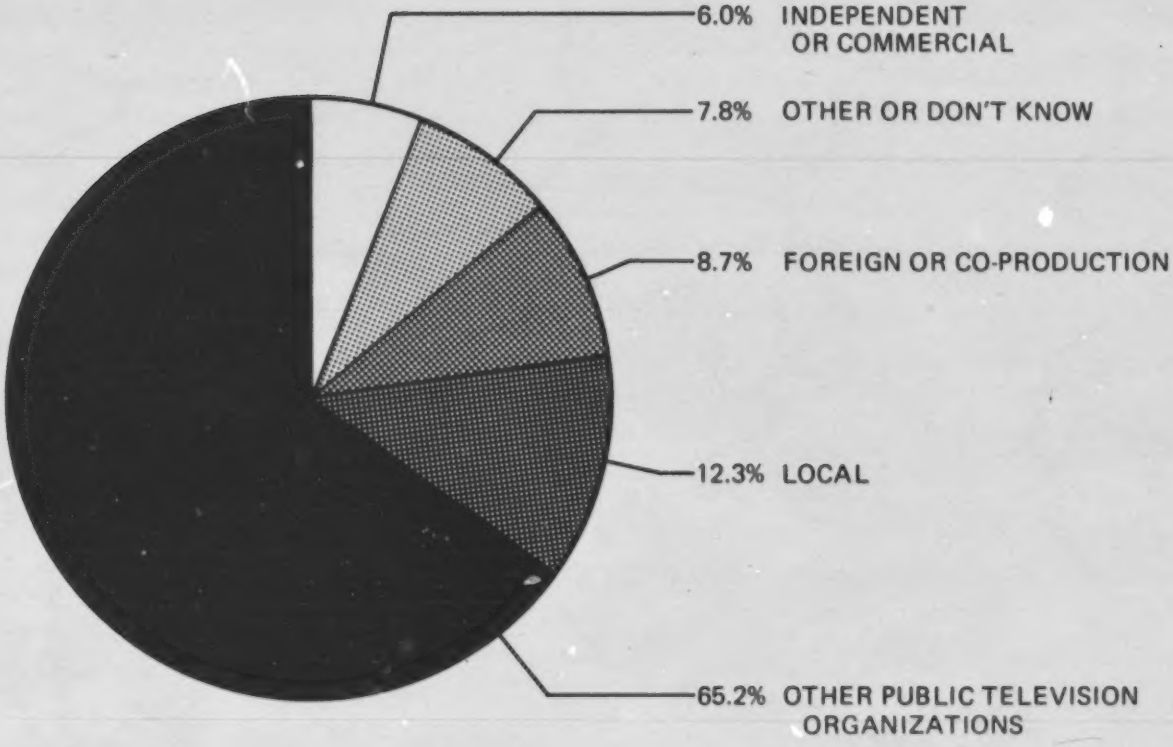

6.0% INDEPENDENT OR COMMERCIAL
7.8% OTHER OR DON'T KNOW
8.7% FOREIGN OR CO-PRODUCTION
12.3% LOCAL
65.2% OTHER PUBLIC TELEVISION ORGANIZATIONS

TABLE V.2

Annual Average "General & News" Hours and Programs Per Broadcaster by
(A) Producing Source and (B) Source of Distribution
(#=9875)

	HOURS		PROGRAMS	
(A) PRODUCING SOURCE	Annual Average	% of Total	Annual Average	% of Total
Local	293.2	12.3%	499.2	14.1%
Foreign or Co-Production	208.2	8.7%	212.4	6.0%
Other PTV Organization	1554.1	65.2%	2305.6	65.3%
Independent Producer	76.4	3.2%	136.1	3.9%
Commercial U.S. TV	67.1	2.8%	90.6	2.6%
Other	128.6	5.4%	193.0	5.5%
Don't Know	57.3	2.4%	92.0	2.6%
(B) SOURCE OF DISTRIBUTION				
Local	290.2	12.2%	494.6	14.0%
Exchange	34.2	1.4%	60.8	1.7%
Regional Network	222.9	9.3%	365.2	10.3%
PBS	1574.0	66.0%	2144.2	60.8%
PTL or NET	71.1	3.0%	144.1	4.1%
Other or Independent	174.1	7.2%	283.6	8.1%
Don't Know	18.5	0.8%	36.5	1.0%

TABLE V.3

Annual Average "General + News" Hours and Programs Per Broadcaster by (A) Method of Transmission (B) Use of color, and (C) Use of Repeat Programs

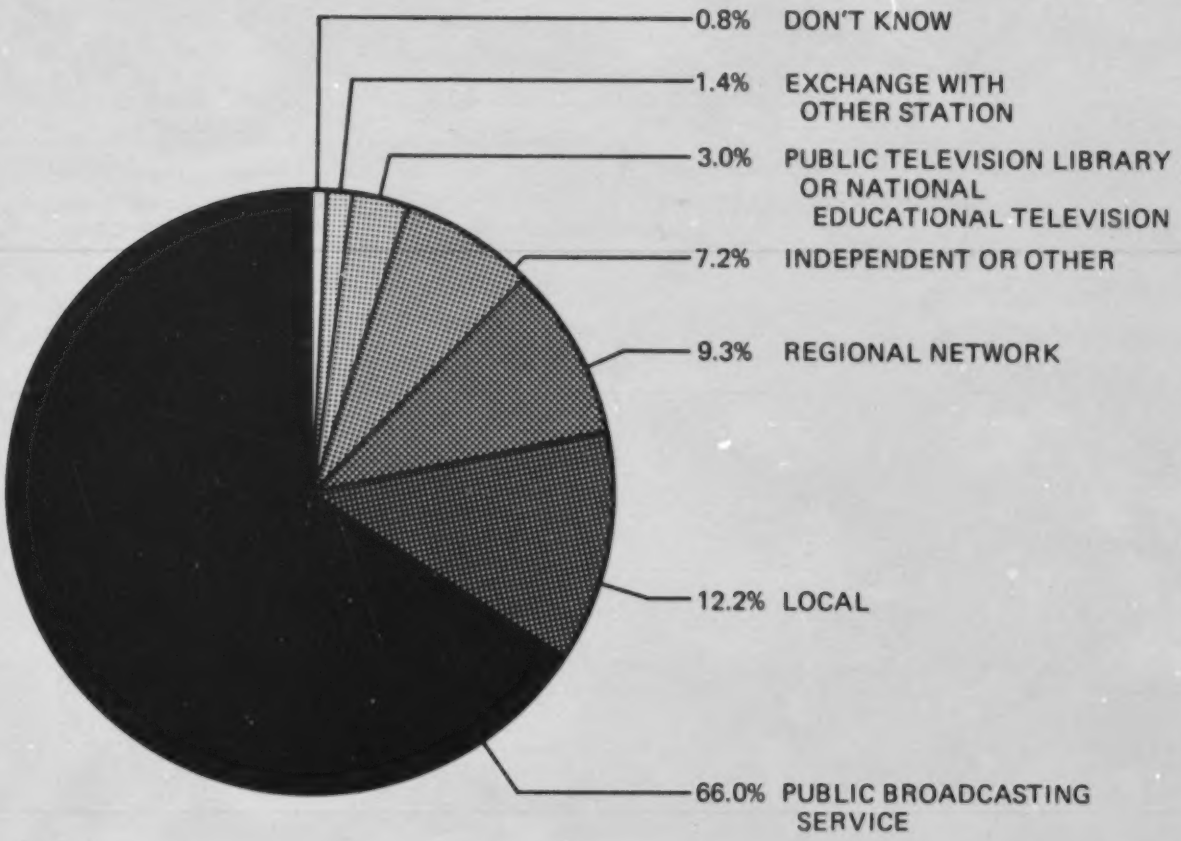
(# - 9475)

	HOURS		PROGRAMS	
	Annual Average	% of Total	Annual Average	% of Total
(A) Method				
Live Local	86.1	3.5%	123.1	3.5%
Local Tape	189.2	7.9%	370.4	10.5%
Local Remote	29.7	1.2%	17.8	0.5%
Direct Interconnect	1145.5	48.0%	1538.4	43.6%
Taped from Interconnect	458.4	19.2%	684.2	19.4%
Bicycled Tape	359.3	15.1%	591.6	16.8%
Film Chain	60.5	2.5%	107.1	3.0%
Off Air Retransmission	28.1	1.2%	43.5	1.2%
Other	28.2	1.2%	52.8	1.5%
(B) Use of Color				
Color Broadcast	2177.6	91.3%	3198.7	90.6%
Color Material/B&W Broadcast	61.2	2.6%	101.5	2.9%
Black & White	146.2	6.1%	228.8	6.5%
(C) Use of Repeats*				
First Airing	1355.9	56.9%	1915.5	54.3%
Aired Earlier that Day	76.3	3.2%	156.7	4.4%
Aired Earlier that week	483.1	20.2%	728.4	20.6%
Aired prior to that week	289.6	12.2%	462.0	13.1%
Don't know/No answer	222.3	9.3%	344.5	9.8%

*Multiple coding allowed - totals greater than 100%

FIGURE V.5 PERCENTAGE OF *GENERAL & NEWS* HOURS BY DISTRIBUTION

(N=9857)


0.8% DON'T KNOW
1.4% EXCHANGE WITH OTHER STATION
3.0% PUBLIC TELEVISION LIBRARY OR NATIONAL EDUCATIONAL TELEVISION
7.2% INDEPENDENT OR OTHER
9.3% REGIONAL NETWORK
12.2% LOCAL
66.0% PUBLIC BROADCASTING SERVICE

	Regional network	Broadcaster's facilities	PBS
Northeast	21.2%	14.5%	56.6%
South	5.8%	12.7%	65.6%
Central	7.9%	9.8%	69.1%
West	3.1%	11.0%	73.6%

Northeastern broadcasters made much greater use of regional network facilities than broadcasters in other regions. They also had the highest proportion of General + News hours from their own facilities, and the lowest proportion of such material from PBS. (Note that the definition of distributor assigned a program to PBS even if a regional network held it and re-transmitted it at another time.) Central and western broadcasters used PBS for the highest proportion of their air time.

Figure V.6 shows that 48.0% of all General + News hours were transmitted direct from interconnection; 19.2% were taped from interconnection for later replay; 15.1% were bicycled or shipped videotape; and 12.7% of the transmitted hours represented material locally available.

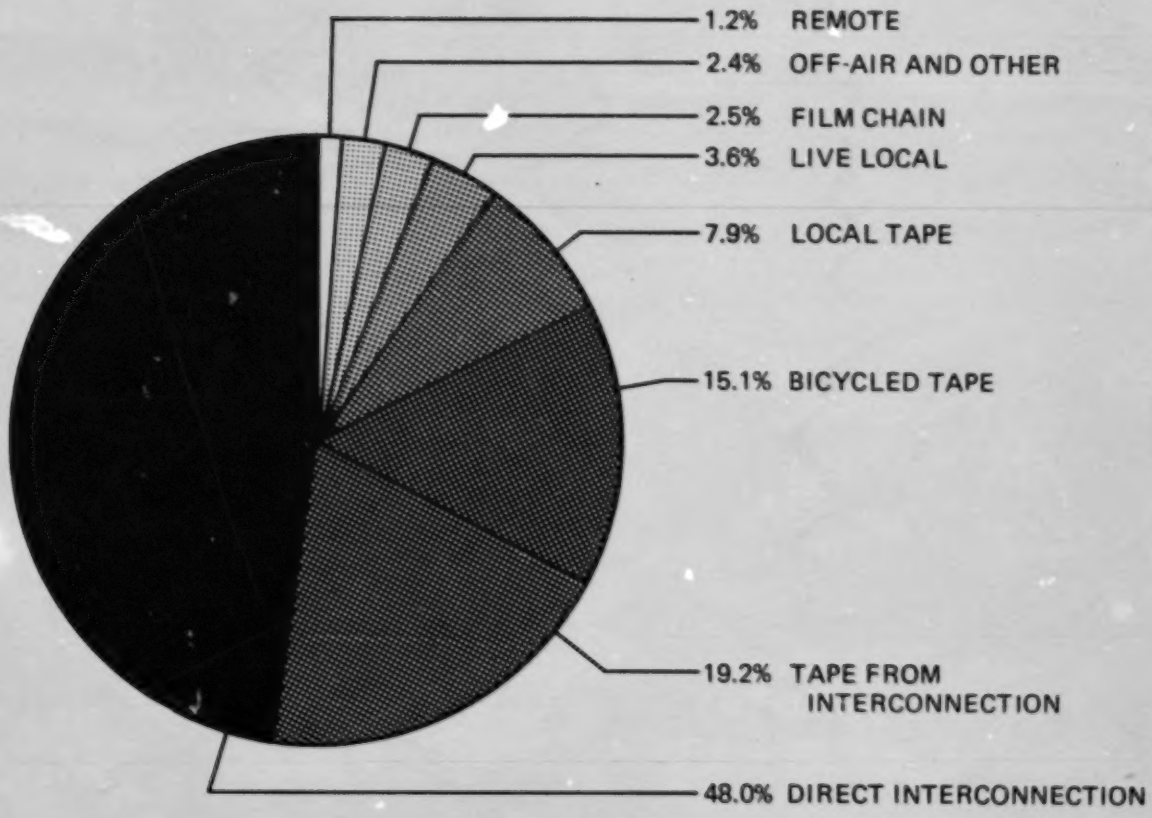
Regional differences are again of interest:

	Local live or remote	Local taped	Direct intercon.	Taped intercon.	Bicycled
Northeast	7.0%	8.0%	55.7%	16.2%	9.5%
South	4.4%	10.0%	49.5%	18.5%	12.6%
Central	4.5%	5.8%	47.5%	20.0%	16.6%
West	3.3%	8.0%	44.9%	24.8%	13.6%

Northeastern broadcasters provided the highest proportion of local live material and were the most frequent users of direct interconnection (even though they were the least frequent users of PBS). The high proportion of direct use of interconnection is balanced

FIGURE V.6 PERCENTAGE OF *GENERAL & NEWS* HOURS BY METHOD OF TRANSMISSION

(N=9490)



by a relatively low frequency of taping from interconnection for replay. Broadcasters in the western states used direct interconnection least frequently, and were most likely to tape from inerconnection for later replay.

An important point is that the patterns of distribution and transmission by region of the country are quite similar for both General + News programing and ITV programing. The northeastern broadcasters made use of their regional network interconnection for both types of material.

General + News programs were not played more than one time a day with significant frequency. Repeats within a given week were more frequent; 20.2% of the hours of this type had been aired in the previous week (see Figure V.7). Color transmission included 91.3% of all the General + News hours broadcast in 1974.

NEWS/PUBLIC AFFAIRS CONTENT

Different broadcaster categories were responsible for different amounts of News/Public Affairs programing over the course of the year (see Figure V.8). Those with higher budgets presented more annual hours of News/Public Affairs than those with lower budgets; but the pattern for percentage of air time is U-shaped -- the lowest and the highest budget broadcasters devoted the greatest percentage of their time to News/Public Affairs, while the middle budget group devoted the lowest percentage. Analysis by region shows that northeastern broadcasters devoted the greatest average number of annual hours, and were tied with broadcasters in the western states for the highest proportion. Southern broadcasters had the second highest annual average hours and the lowest percentage -- this results from their relatively high total number of hours and their high proportions of both ITV and "Sesame Street"/ "The Electric Company" programing. Community broadcasters transmitted the highest annual average hours of News/Public Affairs, more than 90 minutes per day over the year; however, school board broadcasters devoted the greatest percentage of their air time to such material (even though they had the lowest annual average). Broadcasters serving the largest populations provided the most News/Public Affairs material, yet they did not provide the highest proportion.

Figure V.9 shows that News/Public Affairs program hours were

FIGURE V.7 PERCENTAGE OF *GENERAL & NEWS* HOURS BY USE OF REPEATS (N=9484)

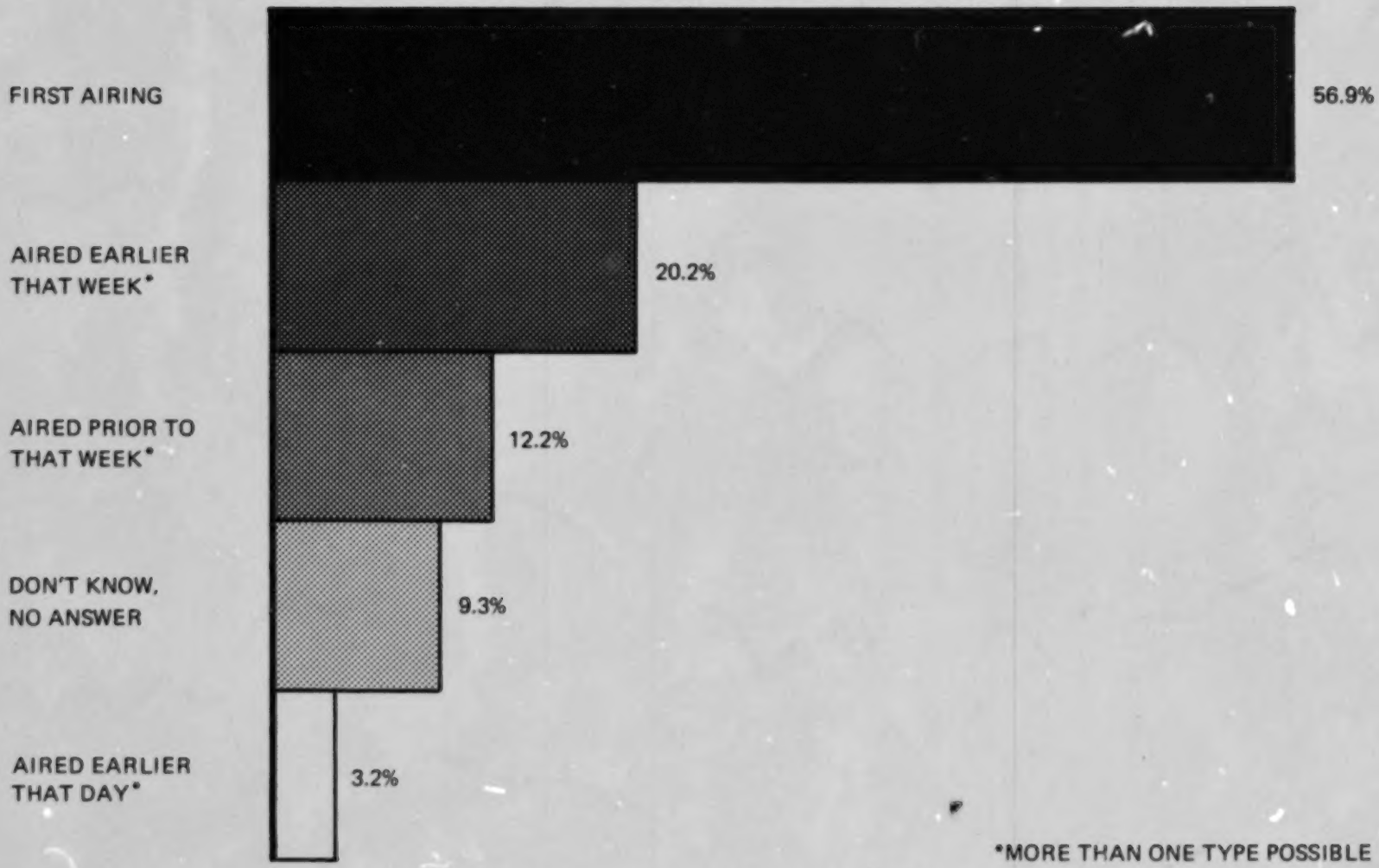
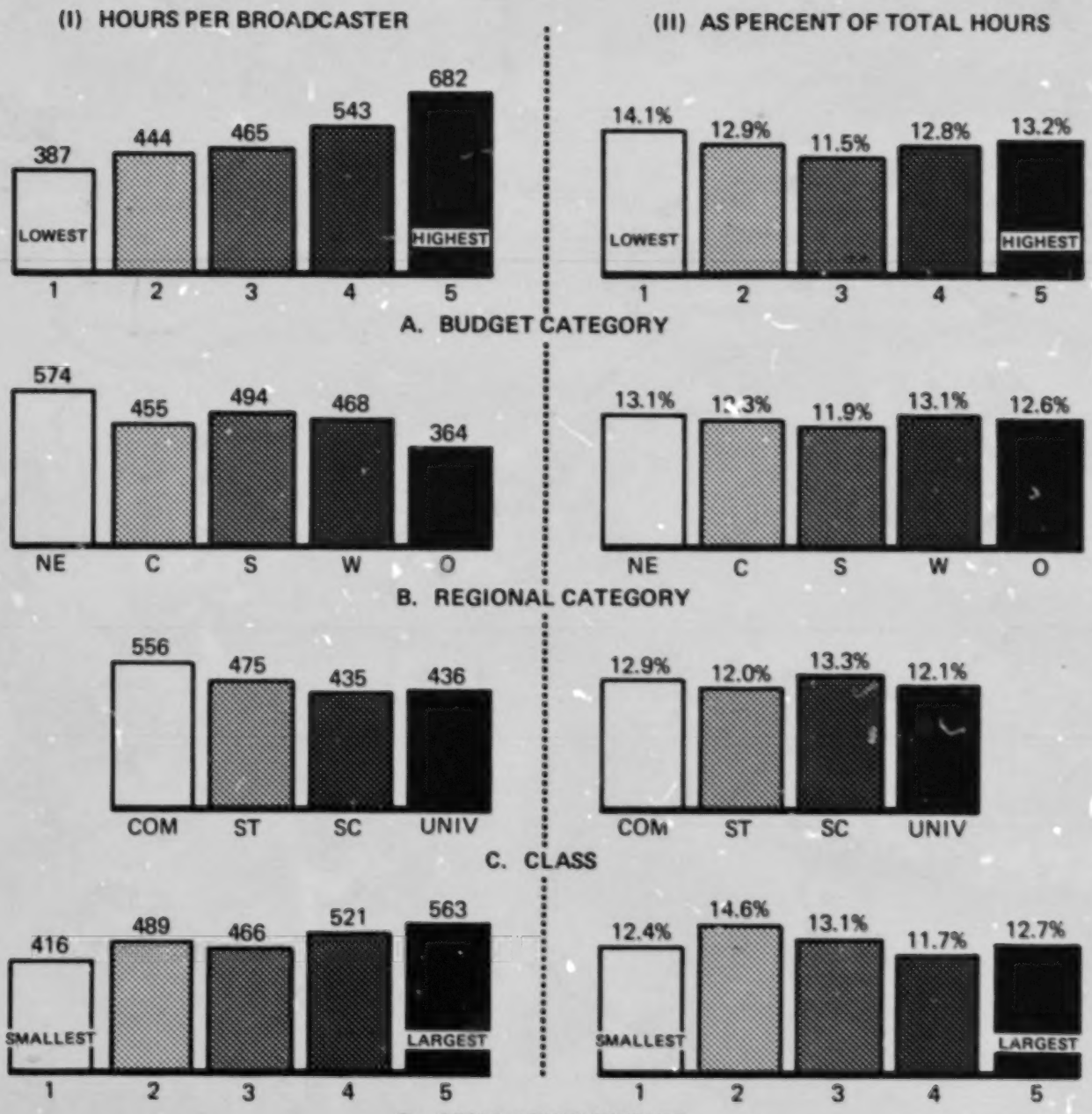


FIGURE V.8 AVERAGE ANNUAL *NEWS/PUBLIC AFFAIRS* HOURS BY BROADCASTER CATEGORY

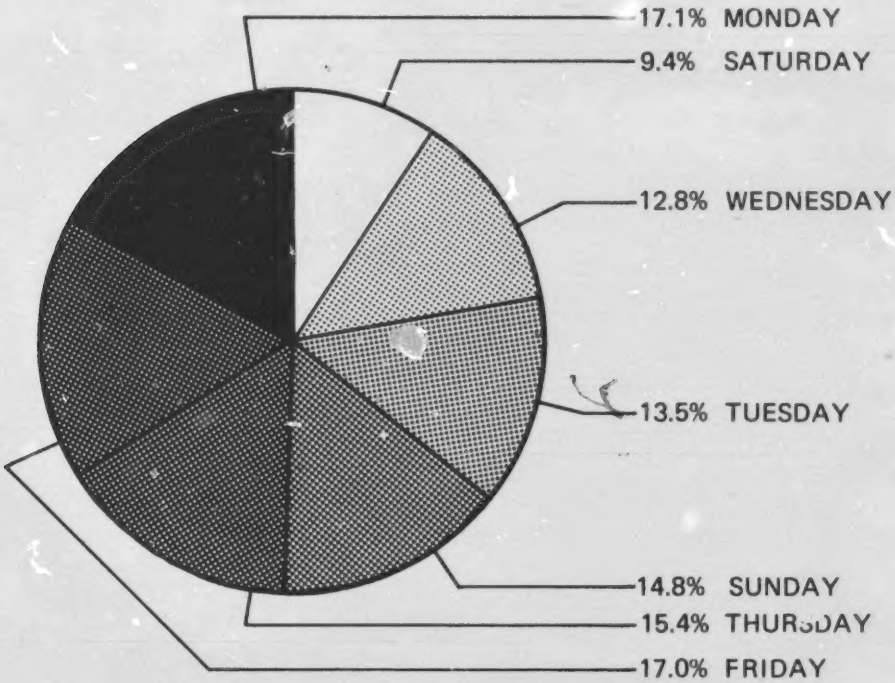


NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

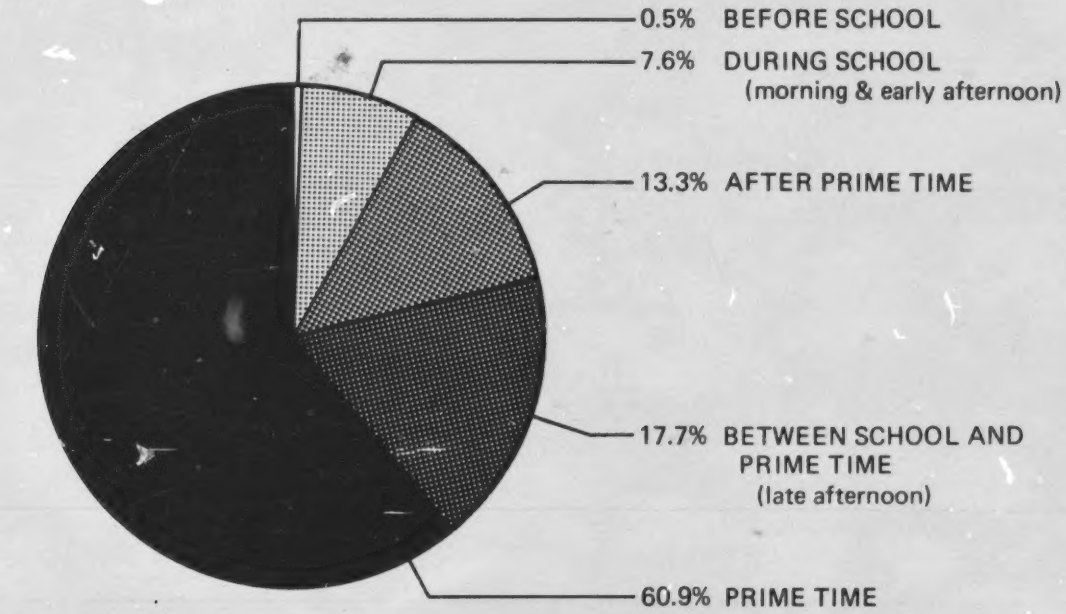
COM = COMMUNITY
ST = STATE
SC = SCHOOL
UNIV = UNIVERSITY

FIGURE V.9 PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY DAY OF WEEK AND TIME OF DAY

(A) DAY OF WEEK
(N=1910)



(B) TIME OF DAY
(N=1888)



unevenly distributed over the days of the week. Friday and Monday were more frequently used, while Saturday and Wednesday were less frequently used. The figure also indicates that 60.9% of all News/Public Affairs hours were broadcast during prime time, with another 13.3% broadcast after prime time.

Two specific items in the survey investigated the scope and the format of News/Public Affairs programs. The results are summarized in Figure V.10. Categories indicating that program content covered more than one area were frequent. By combining some of the categories, a clearer examination can be made. For example, the scope of 27.3% of the News/Public Affairs hours included coverage of Local, State, or Regional matters; 75.2% of the hours included coverage of national events; and 45.2% of the hours included coverage of international affairs.

Section B of Figure V.10 describes the proportions of News/Public Affairs hours in various formats. The most frequent format is the Report/Discussion/Analysis series (23.5%), followed by the interview (22.6%), and the General News Program (19.9%). These formats tend to be relatively inexpensive in-studio productions. Coverage of political or governmental bodies, press conferences, speeches, and other events represent a substantial proportion of News/Public Affairs hours. Magazine or Documentary series and special News/Public Affairs reports are formats that require more difficult production; and they also represent a substantial number of News/Public Affairs hours.

Production of News/Public Affairs hours was more frequently local (22.7%) than any other program type (see Figure V.11). On the other hand, nearly two-thirds came from other PTV organizations -- including the National Public Affairs Center for Television (NPACT), which is part of WETA. Distribution of the non-local hours was mainly from PBS (63.5% of all News/Public Affairs). (See Figure V.12.) Regional networks accounted for 8.0% of the News/Public Affairs hours, and again there were major regional differences: northeastern broadcasters got nearly 18% of this type of programing from a regional network, while all other broadcasters got less than 5% from regional and intra-state sources. Nearly half of all News/Public Affairs hours were transmitted direct from interconnect. (See Figure V.13.) (The proportion was 61.1% in the northeastern states.) Local facilities, including 12.3% live or remote, provided more material; tape from interconnect and bicycles were also used.

Color transmission accounted for 90.6% of all News/Public Affairs programing, not a significant difference from the average for all General + News hours. News/Public Affairs programs were least likely to be repeated: 81% of all News/Public Affairs hours were on

FIGURE V.10 PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY (A) SCOPE OF CONTENT AND (B) PROGRAM FORMAT

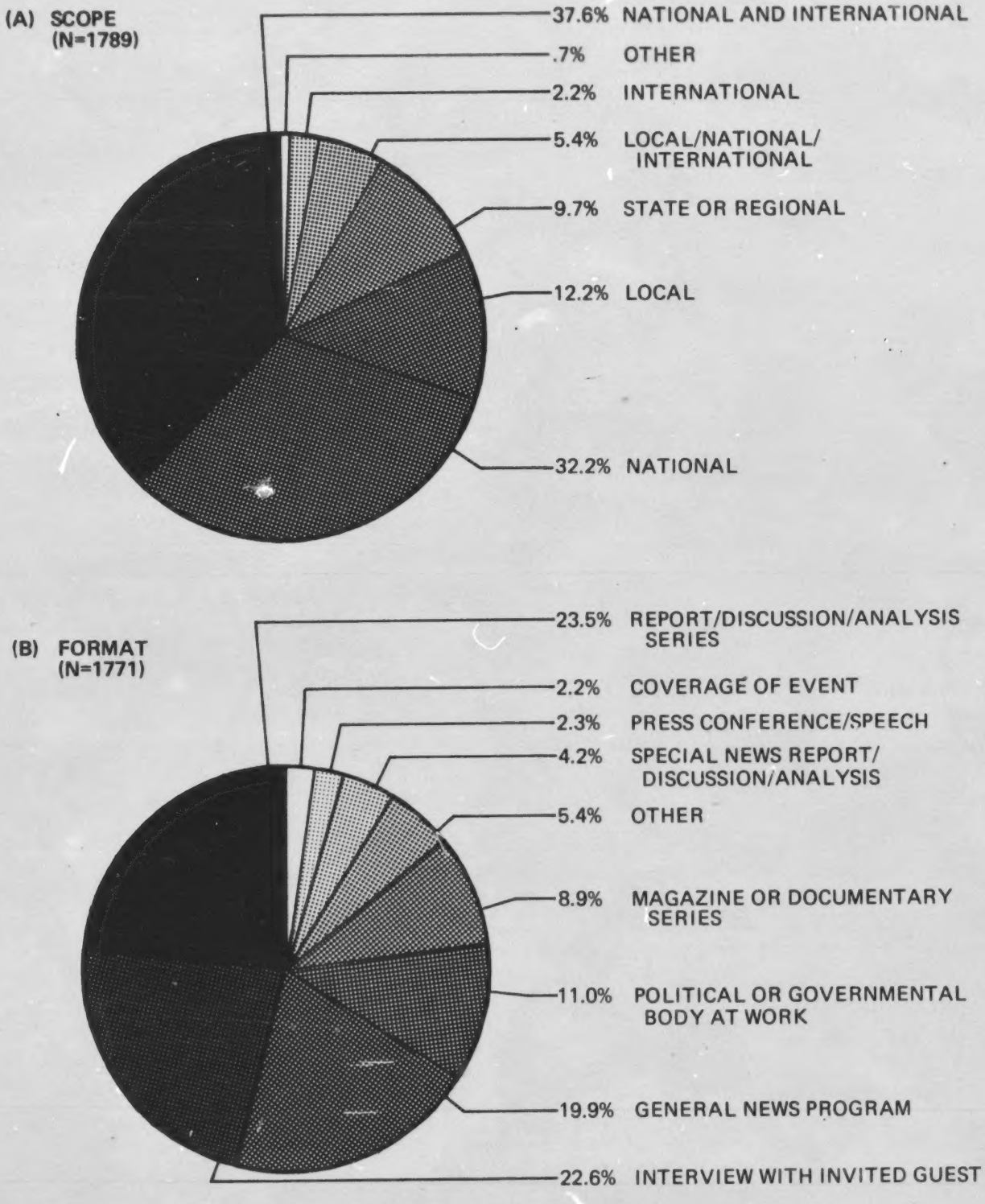


FIGURE V.11 PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY PRODUCER

(N=1909)

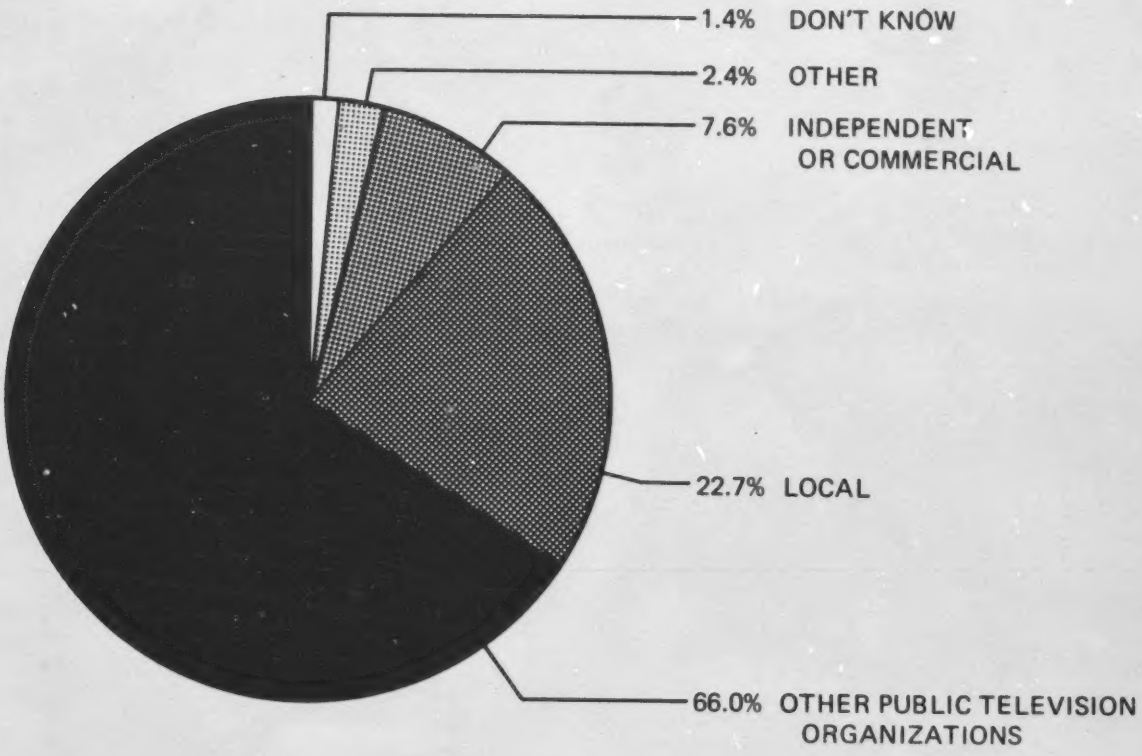


FIGURE V.12 PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY DISTRIBUTION

(N=1909)

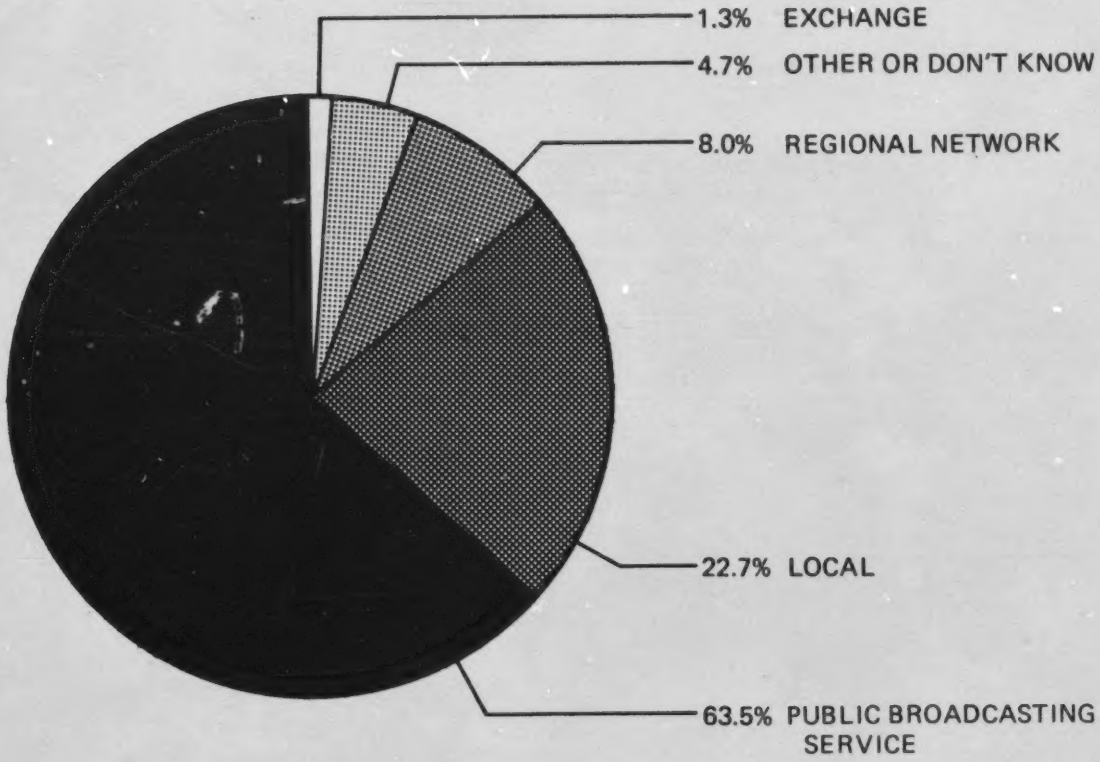
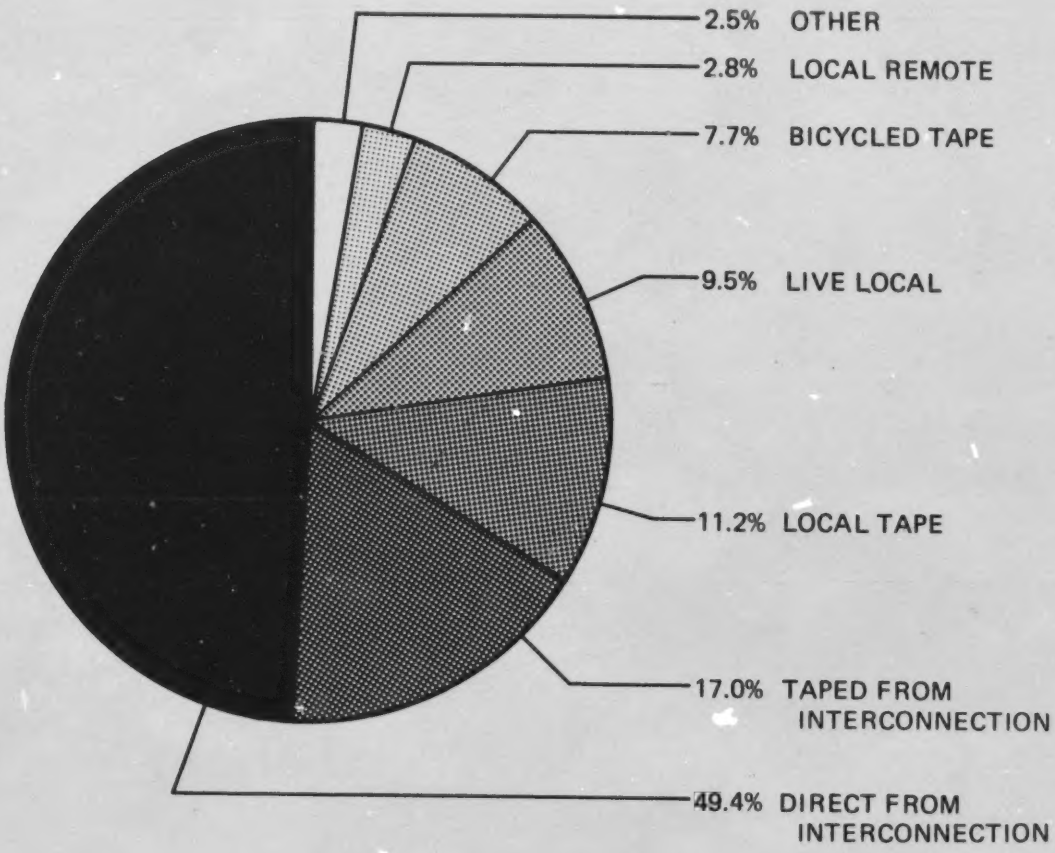


FIGURE V.13 PERCENTAGE OF *NEWS/PUBLIC AFFAIRS* HOURS BY METHOD OF TRANSMISSION

(N=1852)



the air for the first time; only 2.1% had been aired earlier in the same day; and 15.5% were repeats from earlier in the week. The major role of News/Public Affairs programs among all local material is considered in Chapter VII.

CHAPTER VI

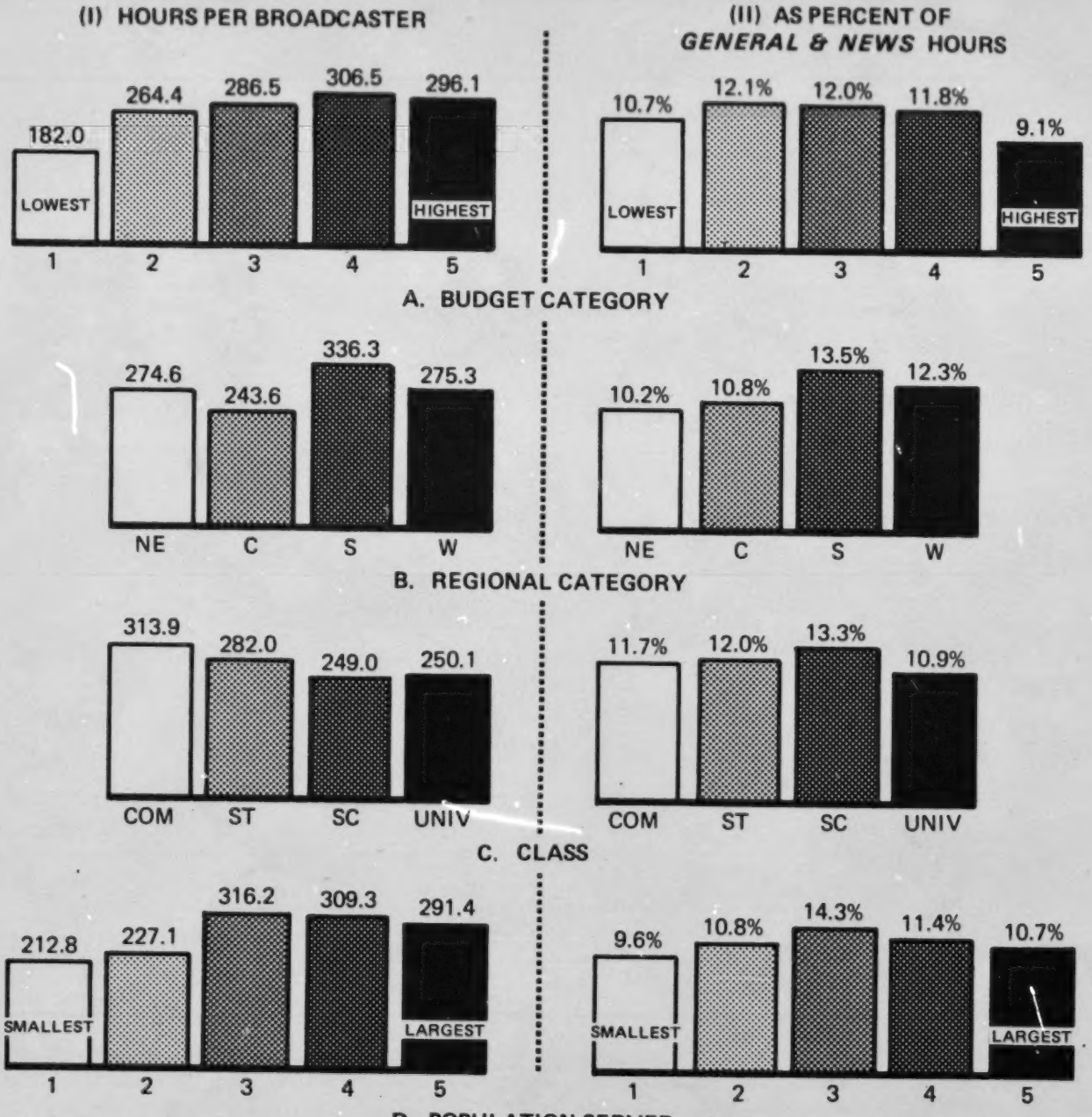
SPECIAL OR TARGET AUDIENCE PROGRAMS

An analysis of programing for special or target audiences is a matter of central importance for public television; yet it is one of the most difficult areas in which to obtain valid and useful data. What is a "target" or "special" audience? When is a program "intended" for a particular group? Some target groups are easily described: women, ethnic minorities, the elderly, people with impaired hearing. There is usually a consensus about whether or not a program is mainly for one of these groups. But are Wall Street investors a target group, or hunters, or cooks, or lovers of Shakespeare? "Black Perspective on the News" is clearly a program for the black community, but is "The French Chef" for women? The survey design allowed most nationally distributed programs to be pre-coded. However, there was no control on the way in which respondents classified local programs or acquisitions. Thus, survey results reflect a composite of the opinions of respondents.

Figure VI.1 describes the distribution of special and target programing by broadcaster category. The patterns are complex, and should be closely examined by the interested reader. It seems that broadcasters in the southern states, community-licensed broadcasters, and broadcasters serving the middle population category provided the most material for target groups. However, these variations seem to be entirely due to different amounts (and possible different definitions) of material said to be for "other" special or target groups.

When "other" target hours are removed, the patterns change. There is a linear increase in average annual hours from the lowest (133 hours) to the highest (264 hours) budget categories. By contrast, the percentage of "General + News" hours represented by this adjusted figure declines from the lowest (9.5%) to the highest (8.1%) budget category, reflecting gross differences in the total schedule length. Differences by region tend to disappear with the removal of "other" target programs. The average annual hour total was roughly 220 in the northeast, south, and west -- and roughly 185 in the central states. Analysis of the adjusted data by class indicates no meaningful change from the pattern described by Figure VI.1. However, the apparent high proportion of the third population category is eliminated by the adjustment.

FIGURE VI.1 SPECIAL AND TARGET AUDIENCE PROGRAM HOURS BY BROADCASTER CATEGORY



NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

COM = COMMUNITY
ST = STATE
SC = SCHOOL
UNIV = UNIVERSITY

Using the total number of "special and target" programs, including "other," the average annual total per broadcaster of such material was 277.5 hours and 531.7 programs. This represented 11.6% of all "General + News" hours and 15.1% of the programs in this category.

Figure VI.2 shows that 70.9 hours per broadcaster were "other" target audience material -- including 12.6 hours of "Aviation Weather" for pilots. When these are excluded, 206.6 hours of material remain for the specified target groups.

Six specific national series had a major impact on the total amount of material intended for target audiences. Of 48.4 hours intended for women, 18.7 hours per broadcaster represented the series "Woman" -- first distributed by the Eastern Educational Network and then distributed nationally by PBS.

Two programs -- "Black Journal" and "Black Perspective on the News" -- accounted for 16.1 hours of a total of 39.8 hours per broadcaster intended for black viewers. "Villa Alegre" and "Carrascolendas" -- programs aimed at children in the Hispanic community -- were responsible for 61.9 hours of 76.2 hours for Spanish-surnamed viewers. The two programs for children amounted to 81% of all hours for this target group. The captioned delayed replay of the "ABC News" included 17.3 of the 23.1 hours per broadcaster for people with impaired hearing. This program also started the year as an EEN offering in the northeast; later it was distributed nationally by PBS.

PBS distributed 58.7% of the target or special audience hours transmitted in 1974. (See Figure VI.3.) This proportion was lower in the early part of the year and higher in the later part of the year, following the introduction of "Villa Alegre," "Woman," "Black Perspective on the News," and "Captioned ABC News." Material from the broadcasters' own facilities represented 15.1% of all target audience hours.

The programs for special and target audiences were concentrated in a few program types. Starting with the highest frequency: 26.9% of the hours were children's general programs (the influence of "Villa Alegre" and "Carrascolendas"); 24.3% of the hours were "general information" ("Woman" and "Black Journal"); News/PA hours were 20.1% ("Black Perspective" and "Captioned ABC News"). In addition, 13% of the hours for special or target audiences were

FIGURE VI.2 AVERAGE ANNUAL HOURS PER BROADCASTER BY SPECIAL OR TARGET AUDIENCE INCLUDING SPECIFIC NATIONAL PROGRAMS

(N=9884)

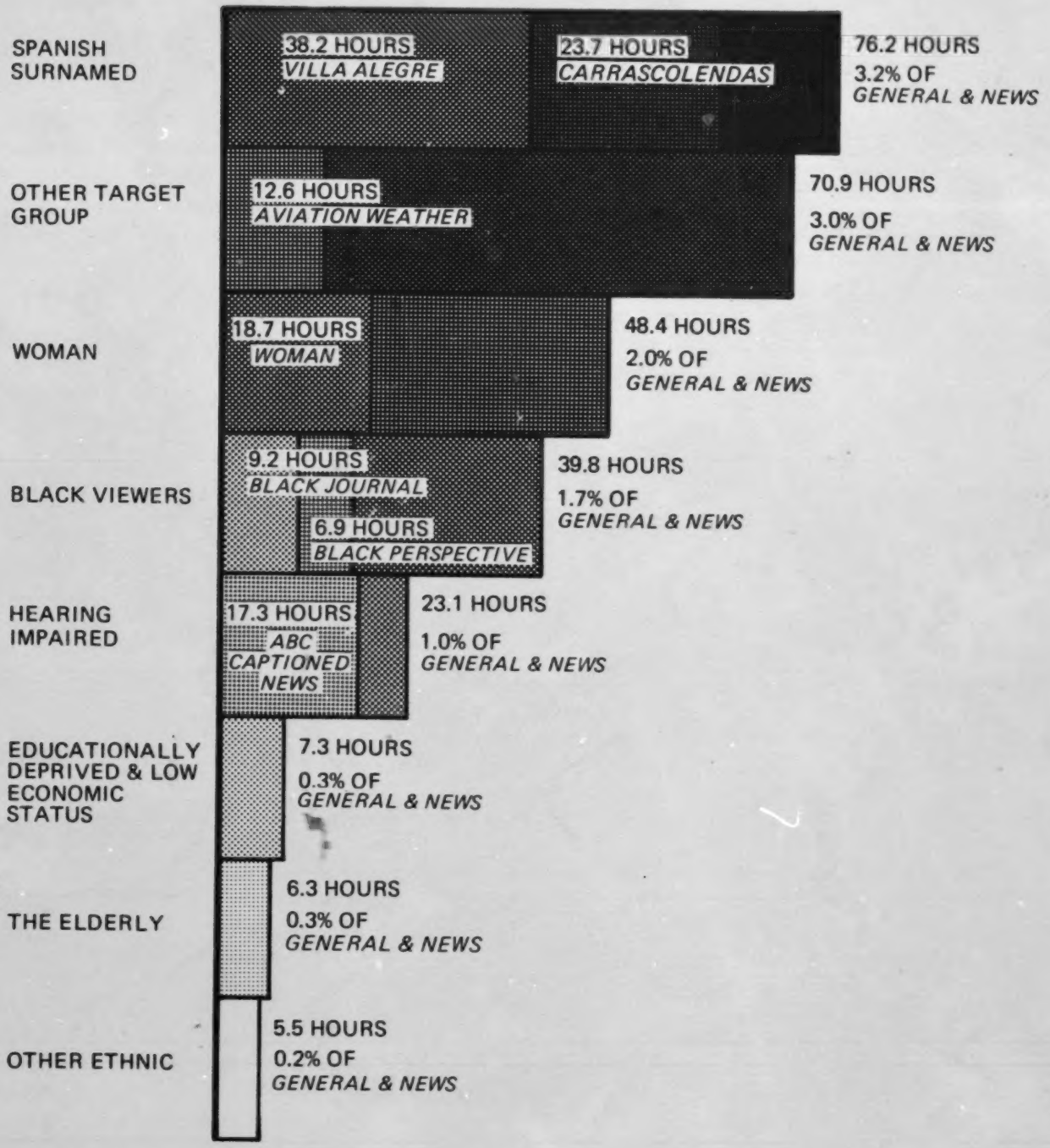
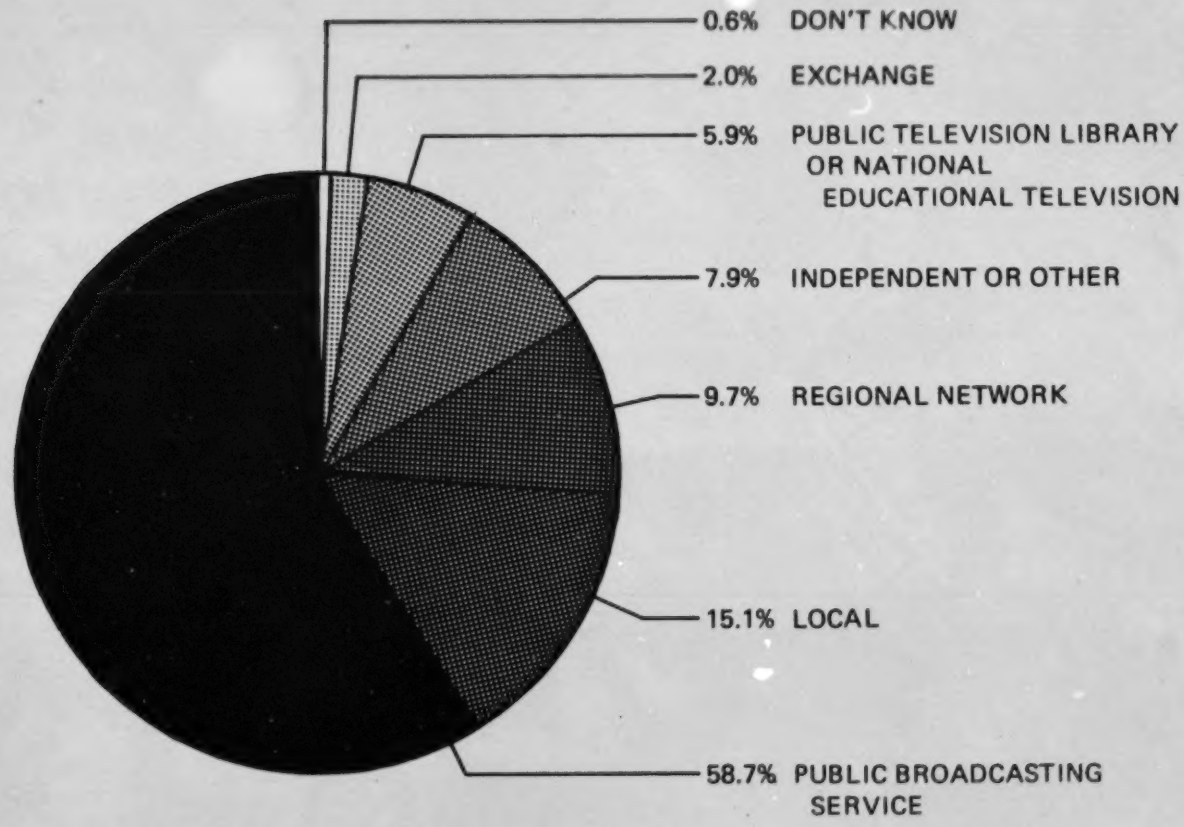


FIGURE VI.3 PERCENTAGE OF SPECIAL AND TARGET AUDIENCE HOURS BY DISTRIBUTION

(N=1501)



Skills/How-To-Do-It (presumably including much of the material for "other" target groups -- sportsmen, cooks, etc.); and 9.3% of the hours were cultural programs -- reviews, performances, film, and variety.

As Table VI.1 indicates, special and target audience material represented 7.2% of all hours and 8.1% of all programs: 8.7% of all hours between the end of school and prime time and 10.7% of the programs in that period; 6.8% of prime time hours and 8.9% of prime time programs; and 9.5% of all local hours and 10.0% of all local programs.

TABLE VI.1

Special and Target Audience Hours and Programs per Broadcaster
Within Different Programing Blocs

#	BLOC	HOURS		PROGRAMS	
		Annual Average	% of Total	Annual Average	% of Total
18509	All Programing	277.5	7.2%	531.7	8.1%
9884	"General and News"	277.5	11.6%	531.7	15.1%
5152	Between School and Prime Time	96.7	8.7%	195.3	10.7%
4174	Prime Time	80.3	6.8%	130.9	8.9%
2425	Local Programs	40.2	9.5%	86.0	10.0%

CHAPTER VII

LOCAL PROGRAMING

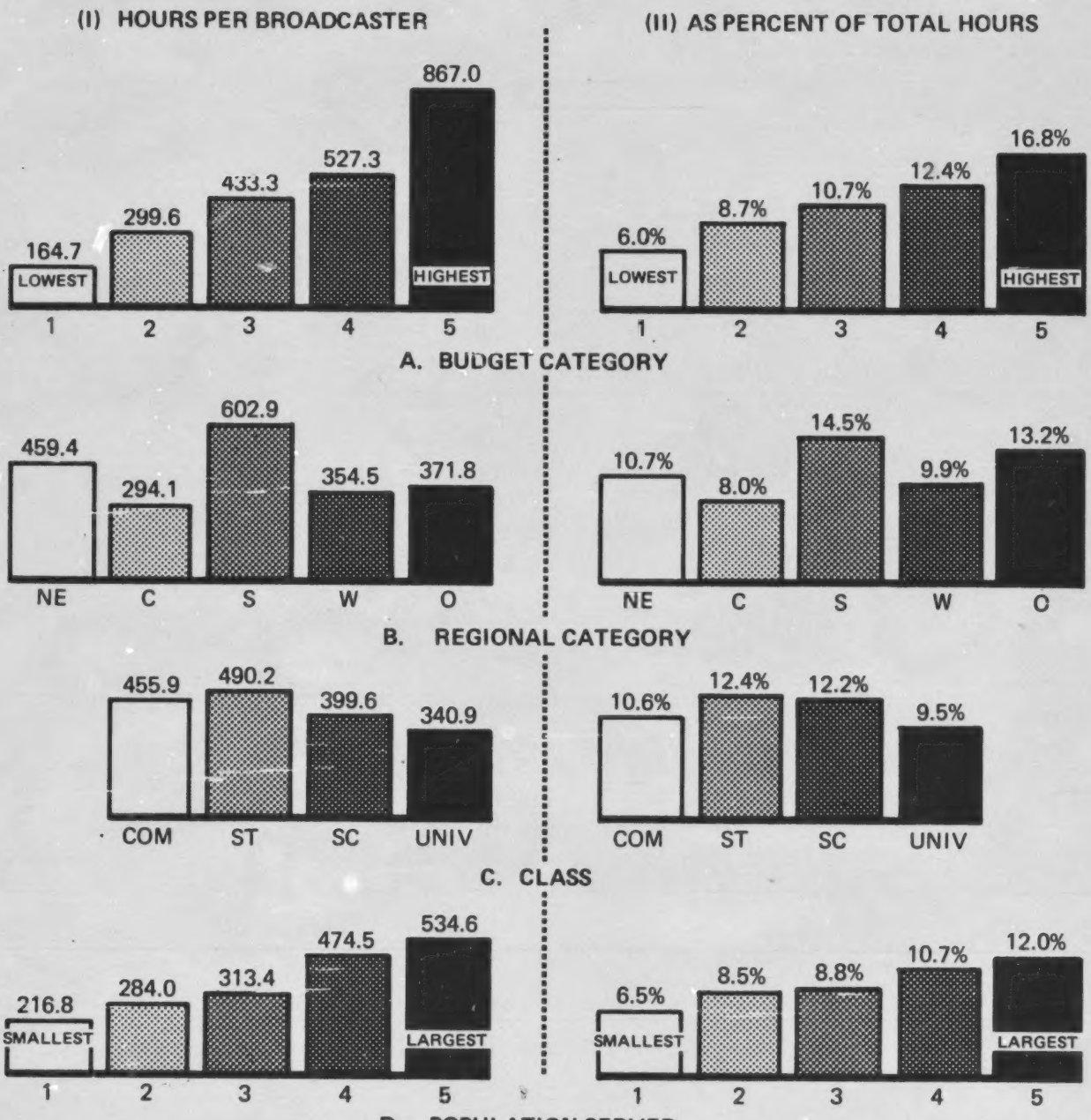
It has already been mentioned that production from "our facilities" and distribution attributed to a program from our facilities were not necessarily identical. Producing stations properly labelled national programs as being produced by their facilities and distributed by PBS. By contrast, members of a "Consortium including us" may have had a tape of a program they produced and may have indicated that distribution was "program from our facilities." In order to identify strictly "local" programing, the computer coded programs that were produced at the broadcasters' facilities and also in distribution from local facilities. The results indicated an annual average of 422.2 hours of strictly local programing -- 10.9% of all broadcasting. This covered 857.8 programs per broadcaster -- 13.1% of all programs. (These data do not reflect amounts of local production per year. Local programs tend to be repeated, and these data count the number of hours or programs on the air.)

In the case of local programing, patterns by broadcaster category of annual average hours are the same as patterns of percentages. (See Figure VII.1.) Broadcasters in the highest budget category aired more than five hours of local material for every hour aired by broadcasters in the lowest budget category. Local programing ranged from 6% of all air time in the lowest category to 16.8% of all air time for broadcasters with the highest budgets.

There was considerable variation by region of the country. Southern broadcasters offered the most local programing, with broadcasters in the northeastern states well behind in second place. However, this pattern changes when local ITV programing is accounted for. Table III.8 presents average annual hours of local ITV programing by region. This allows the following computation:

	Local ITV hours	Local general hours	Total local hours
Northeast	74.4	385.0	459.4
South	297.8	305.1	602.9
Central	78.9	215.2	294.1
West	112.4	242.1	354.5
Outlying	33.5	338.3	371.8

FIGURE VII.1 LOCAL PROGRAMING HOURS BY BROADCASTER CATEGORY



NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

COM = COMMUNITY
ST = STATE
SC = SCHOOL
UNIV = UNIVERSITY

The pattern for local non-ITV (i.e., "general") programing is different from the ITV pattern and the overall pattern. Northeastern and outlying broadcasters aired the most local general programing, while southern broadcasters aired much more local ITV material than any other group.

An examination of the same phenomenon by class indicates:

	ITV hours	General hours
Community	143.1	321.8
State system	169.7	320.5
School board	189.4	210.2
University	96.8	244.1

State systems and community broadcasters had equal totals of local programing, with university and school board broadcasters trailing behind.

Population categories, like budget categories, show the same trend for ITV, general, and total local programing. Annual averages and percentages increase from broadcasters serving smaller communities to broadcasters serving larger communities. It is noteworthy that "overlapped" broadcasters (not pictured in Figure VII.1) averaged more hours (604.9) of local programing than any other population category, although more than half of this was ITV, and the remaining local general programing was roughly at the average for all broadcasters. Multiple market broadcasters also aired more locally produced hours (567.7) than broadcasters serving the largest single-community markets. Their local ITV programing was also very high (see Table II.8), and their annual average local general programing was between the fourth and fifth population categories. (The multiple-market broadcasters are a large subset of the state systems.)

As shown in Table VII.1, 26% of all local programing hours (109.7) was News/PA; 32.6% (137.6 hours) was ITV; and the remaining 41.1% (174.9 hours) consisted of various types of general material. ("Other/No Answer/Don't Know" hours have not been divided into ITV and General.) Second to News/PA material was 55 average annual hours of general information (13%). Far behind come a large group of both ITV and general program types. In sum, 77% of local programing was news/information/instruction; and another 5% was station promotion.

TABLE VII.1

Average Annual Hours and Percent of Local Programing
per Broadcaster by Program Type
(# = 2425)

General	Hours	Percent
News/Public Affairs	109.7	26.0%
History/Biography	3.2	0.8
General Information	55.0	13.0
Skills/How-To-Do-It	18.2	4.3
Children's	13.0	3.1
Culture/Art/Reviews	10.3	2.4
Music/Dance Performance	16.0	3.8
Drama/Film/Comedy	5.3	1.3
Variety	8.8	2.1
Sports	13.1	3.1
Auction/Station Promotion	23.0	5.5
ITV		
Children's Basic Education	6.8	1.6
Reading/Writing	4.3	1.0
Literature	10.1	2.4
Foreign Language	1.6	0.4
Mathematics	11.1	2.6
Physical Sciences	16.8	4.0
Social Science	16.2	3.8
History	4.8	1.1
Music/Art/Theater	25.2	6.0
Health/P.E./Safety	6.0	1.4
Home Ec/Environment/Agri	6.1	1.4
Teacher Training	11.1	2.6
Other/No Answer/Don't Know	26.5	6.3

Figure VII.2 describes the division of local programing by method of transmission. Videotape was the dominant method of transmission (69.9%). However, live broadcasting (20.3%) and the use of remote units (7.4%) were also frequent.

More than half (54.0%) of local News/PA programing covered only the local community; another 23.6% was state or regional in scope and 17.3% was broad in scope -- covering local, national, and international affairs. The format of local News/PA programing varied widely. When Part B of Figure VII.3 is compared to Part B of Figure V.10, there is a comparison of local news/PA formats with all news/PA formats. Local news/PA programing was more likely to be a general news program (24.6%), more likely to be a magazine or documentary series (13.1%), more likely to be coverage of a political or governmental body at work (12.3%), less likely to be a report/discussion/analysis series (16.3%), and less likely to be coverage of a press conference or speech or other event (2.4%).

The proportions of local ITV programing by different formats is displayed in Figure VII.4. When compared with Figure III.4, it reveals differences between local ITV formats and the formats used in all ITV programing. Local formats were more likely to be Demonstration (45.0%), Lecture/Monologue (36.4%), Discussion (10.4%), Interview (7.3%), or Actuality (3.4%), than the overall proportions for all ITV. Local formats were less likely to be Dramatization (13.8%), Narrated Graphics (8.8%), Documentary (8.5%), or Animation (1.6%) than the proportions of these formats for all ITV programs.

FIGURE VII.2 PERCENTAGE OF LOCAL PROGRAMING HOURS BY METHOD OF TRANSMISSION

(N=2352)

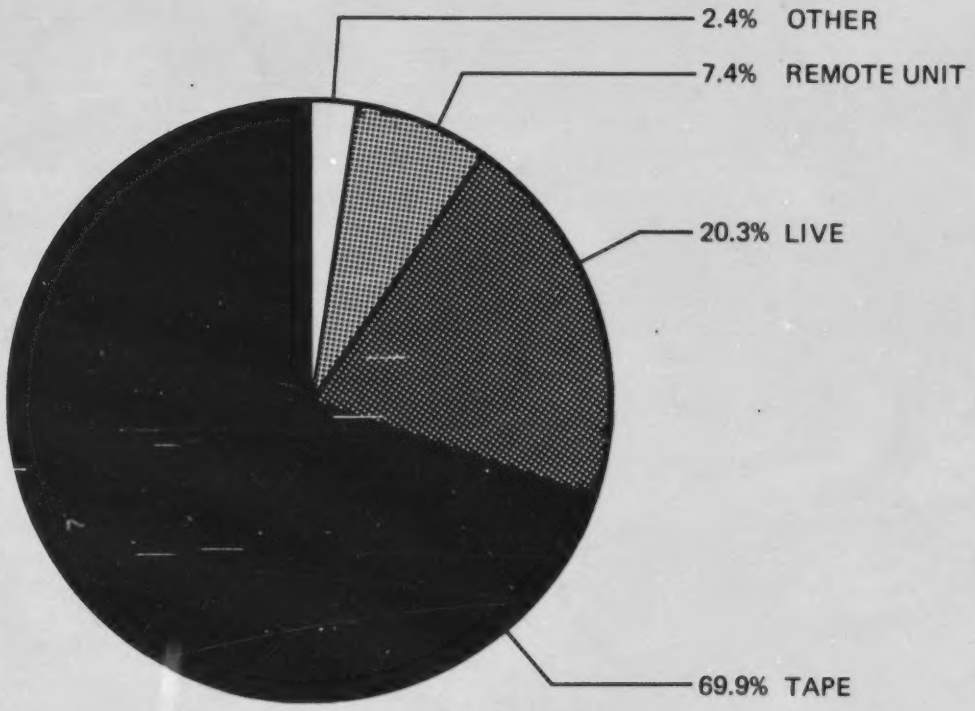
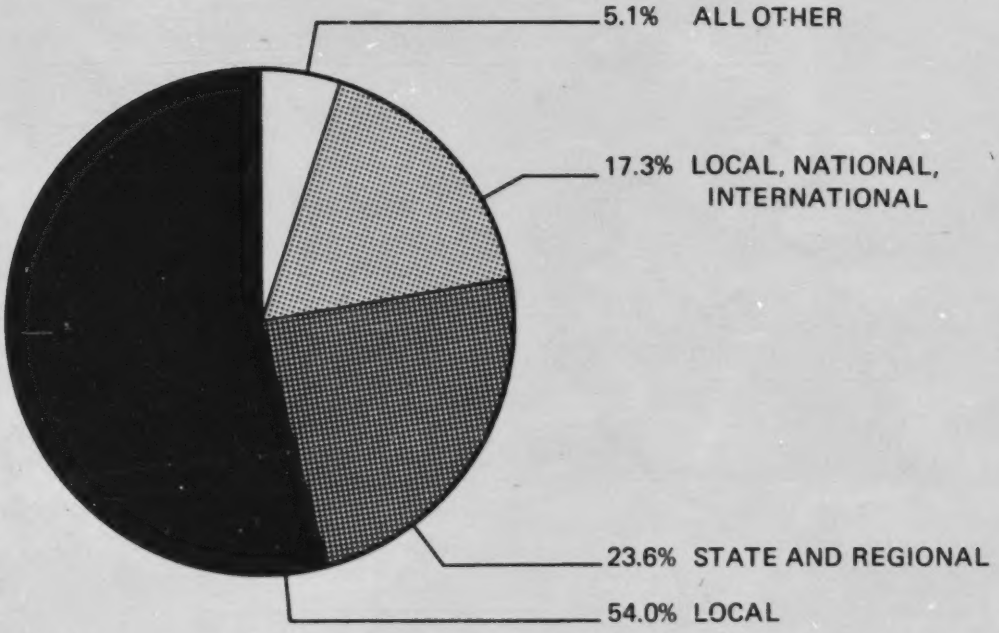


FIGURE VII.3 PERCENTAGE OF LOCAL NEWS/PUBLIC AFFAIRS PROGRAMING HOURS BY (A) SCOPE, AND (B) FORMAT

(A) SCOPE
(N=541)



(B) FORMAT
(N=521)

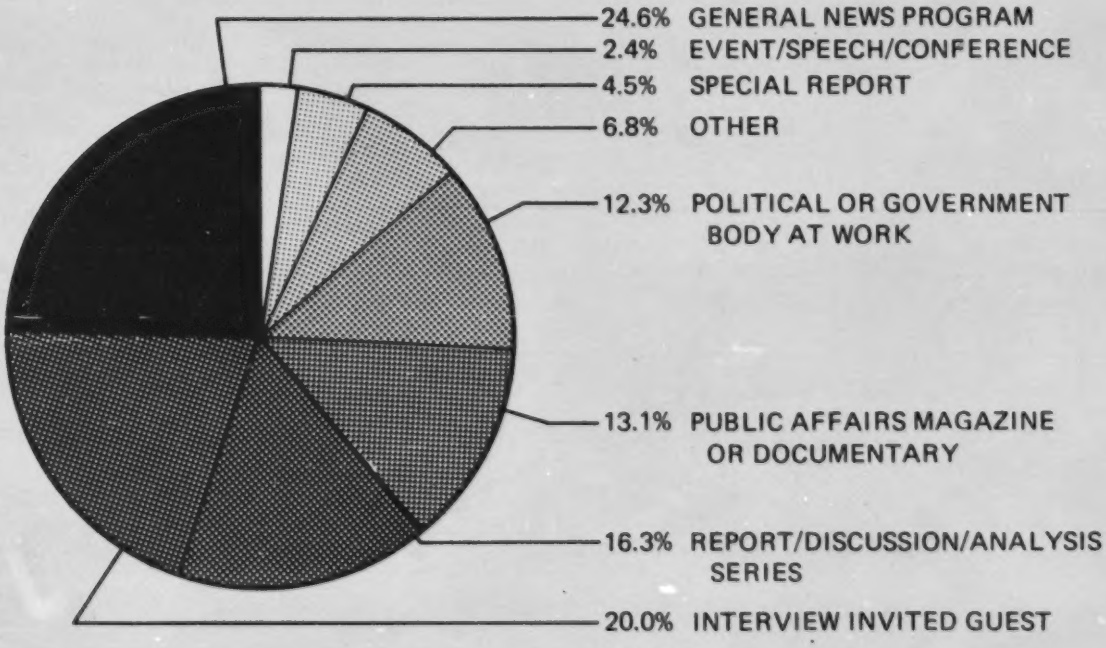
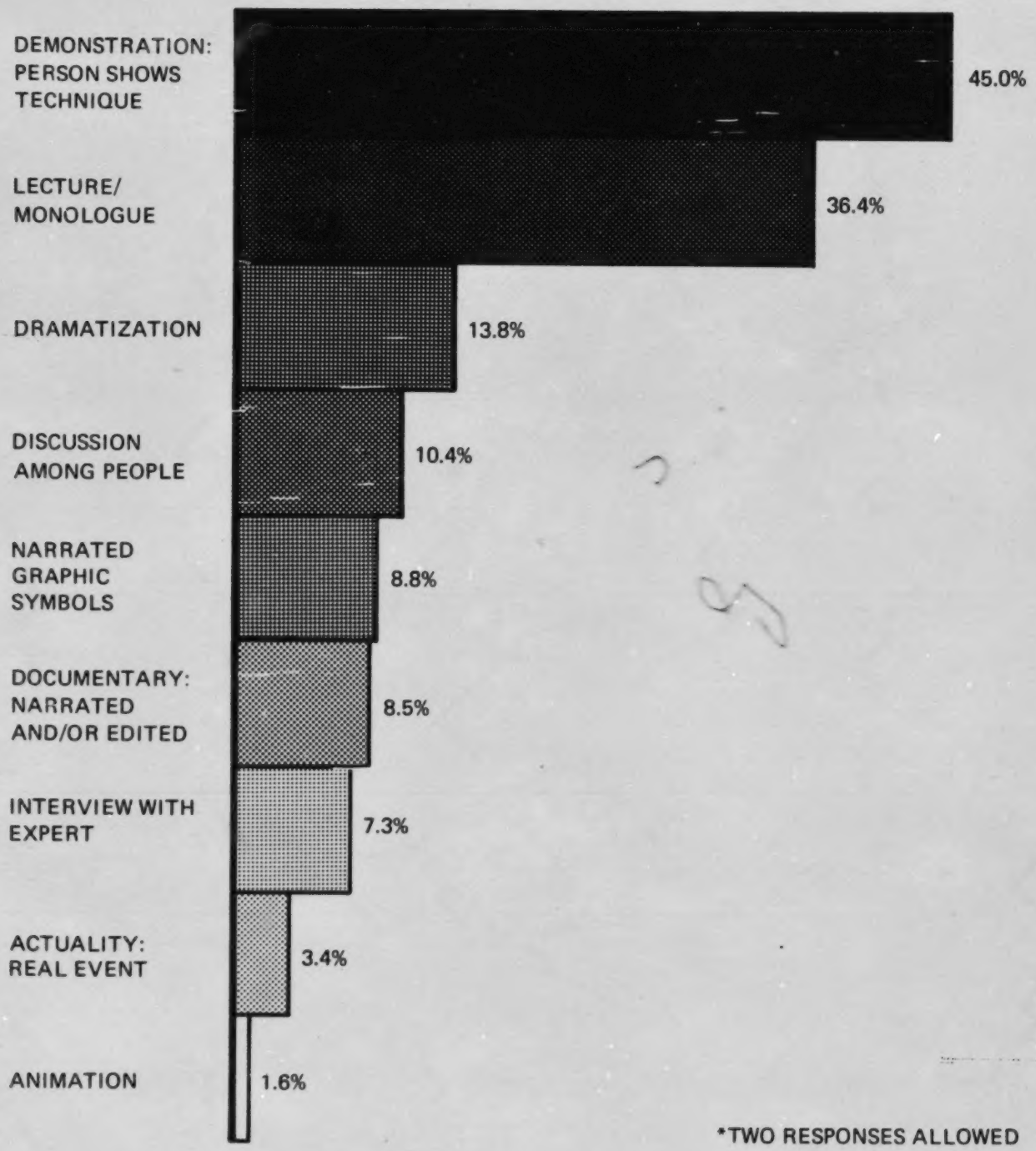


FIGURE VII.4 LOCAL ITV PROGRAMS BY FORMAT*
(N=1028)



*TWO RESPONSES ALLOWED

CHAPTER VIII

PBS AND PRIME-TIME PROGRAMING

GENERAL

The Public Broadcasting Service distributed 62.1% of all broadcast hours in 1974. This amounted to an annual average of 2,405 hours of PBS material per broadcaster. (Tables II.6 and II.7 give details by broadcaster category.) The survey allowed an examination of several aspects of the programing taken from PBS.

Use of PBS material varied by time of year:

	Average hours per week	Percentage of hours
January 1 to June 5	43.4	57.6%
June 6 to September 17	44.6	70.7%
September 18 to December 30	52.1	61.6%

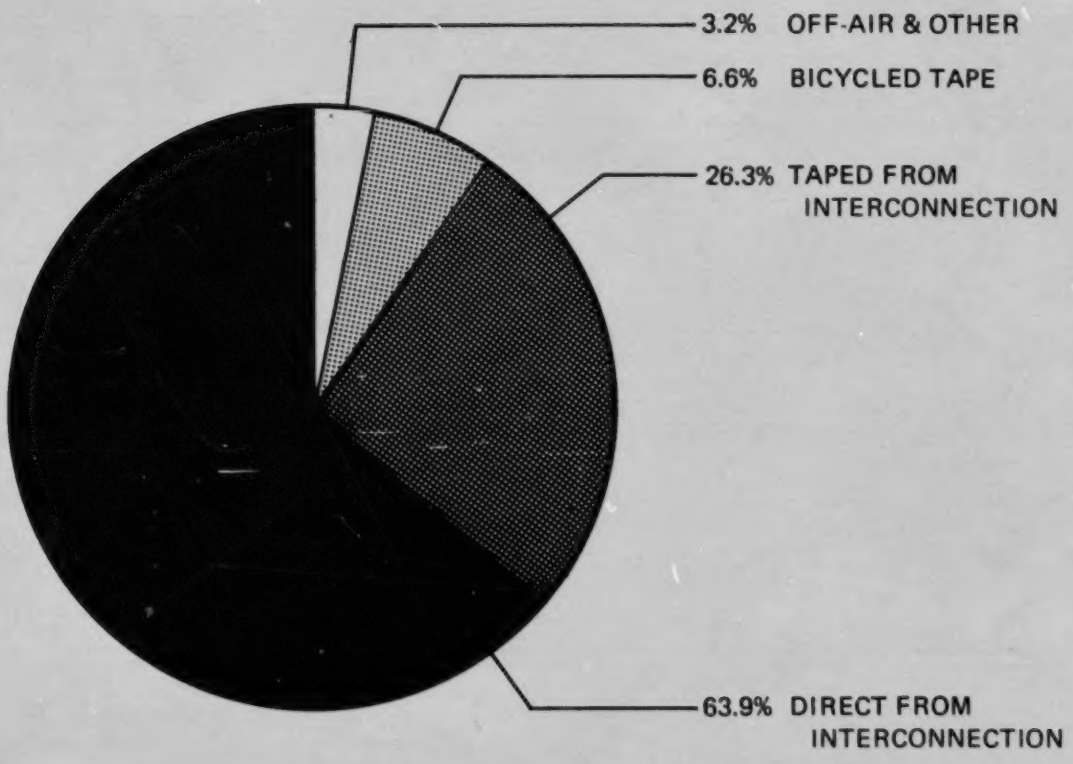
With the start of the 1974-75 season in the autumn, broadcasters used 20% more hours of PBS material each week than they had used the previous spring. The higher proportion of hours from PBS in the summer simply reflects shorter total schedules due to curtailed ITV hours.

To briefly summarize the use of PBS hours by time of day: 3% was broadcast before school hours, 24% was broadcast during school hours (early weekend daytime), 33% was broadcast after school hours, 36% was broadcast in prime time, and 4% was broadcast after prime time. From another perspective, PBS supplied 70% of all before school hours, 46% of all during school (weekend daytime) hours, 71% of all after school hours, 72% of all prime time hours, and 52% of all hours after prime time.

Figure VIII.1 depicts the methods of transmission used in broadcasting hours of material distributed by PBS. Direct interconnection accounted for the major proportion (63.9%) of PBS-distributed hours. However, 26.3% of all hours were taped from interconnection for later use. This percentage produces an annual

FIGURE VIII.1 PERCENTAGE OF PBS-DISTRIBUTED HOURS BY METHOD OF TRANSMISSION

(N=8778)



average of 623.3 hours per broadcaster, or a total of 91,627 (623.3 x 147) broadcaster-hours of tape delayed programing. Using the estimated $25-to-$70 per-hour range, the estimated technical cost is somewhere between $2.3 million and $6.4 million per year for replaying PBS-distributed programing.

Figure VIII.2 shows the production sources of program hours distributed by PBS. PTV stations produced 54.2% of the hours distributed by the national PTV service. More than a third of all PBS hours (35.3%) were produced by The Children's Television Workshop. Foreign productions or international co-productions accounted for 7.3% of all hours.

Fifteen series distributed by PBS accounted for nearly 40% of all public television air time and more than a third of all programs. (This was 63.2% of all PBS-distributed hours and 67.8% of all PBS-distributed programs.) In order of frequency, they were:

	% of all hours	% of all programs
Sesame Street	14.4	8.5
Electric Company	6.8	8.2
Mister Rogers' Neighborhood	5.0	5.9
Masterpiece Theatre	2.4	1.4
ZOOM!	1.9	2.3
Firing Line	1.6	0.9
Villa Alegre	1.0	1.2
Tennis	0.9	0.1
Wall $treet Week	0.8	1.0
Washington Week	0.8	1.0
Nova	0.8	0.5
Book Beat	0.8	0.9
Evening at Pops	0.8	0.5
War and Peace	0.7	0.3
Carrascolendas	0.6	0.8
TOTAL	39.3%	33.5%

It is clear that children's programing is a major portion of PBS-distributed material.

Indeed, Table VIII.1 indicates that 49.5% of all PBS hours were children's programing (55.8% of programs were in this category). By comparison, there were no program types of even similar proportions of PBS-distributed material. The right-hand columns of Tabel VIII.1 change the basis of analysis to PBS-distributed

FIGURE VIII.2 PERCENTAGE OF PBS-DISTRIBUTED HOURS BY PRODUCER

(N=9141)

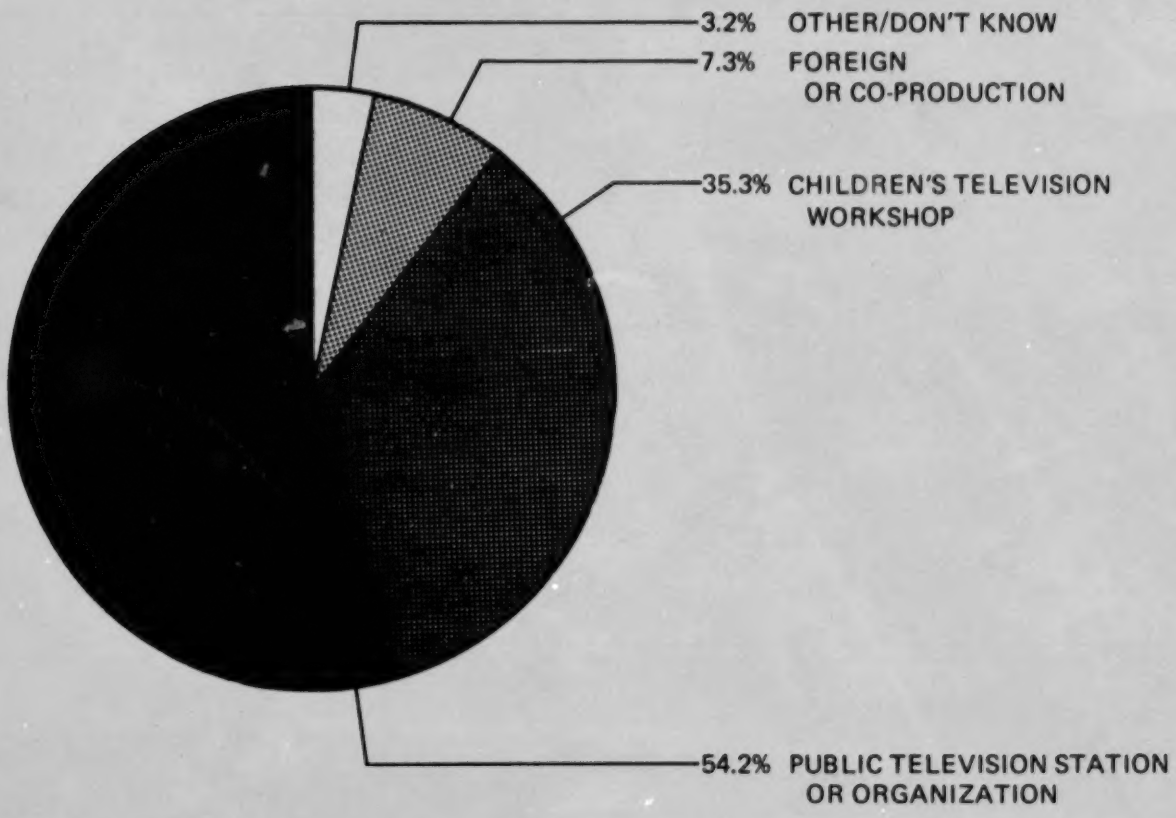

3.2% OTHER/DON'T KNOW
7.3% FOREIGN OR CO-PRODUCTION
35.3% CHILDREN'S TELEVISION WORKSHOP
54.2% PUBLIC TELEVISION STATION OR ORGANIZATION

TABLE VIII.1

Percentage of PBS - Distributed Hours and Programs by Program Type: All Programs and Prime Time

	(# = 9084)		(# = 2758)	
	ALL PROGRAMS		PRIME TIME	
Type	Hours	Programs	Hours	Programs
News/Public Affairs	12.9%	11.9%	24.3%	25.1%
History/Biography	1.4%	1.4%	2.4%	2.6%
General Information	9.7%	9.9%	17.6%	20.2%
Skills/How-To	1.3%	2.0%	0.9%	1.5%
Children's	49.5%	55.8%	3.5%	5.5%
Culture/Art/Reviews	4.9%	5.7%	9.6%	12.1%
Music/Dance Performance	7.0%	5.8%	15.4%	14.8%
Drama	8.8%	5.2%	20.9%	14.5%
Feature Film	0.9%	0.5%	2.3%	1.3%
Comedy	0.1%	0.1%	0.1%	0.1%
Variety	0.1%	0.2%	0.3%	0.3%
Sports	2.8%	1.0%	2.2%	1.5%
Other	0.4%	0.5%	0.3%	0.6%

material that was broadcast in prime time. (As noted above, this was 36% of all PBS hours and covered 72% of all prime-time material.) Prime-time material from PBS included 24.3% News/PA hours (25.1% of News/PA programs), 20.9% Drama series or performance hours (14.5% drama programs), 17.6% General Information hours (20.2% General Information programs), and 9.6% Culture/Art/Reviews hours (12.2% Culture/Art/Reviews programs). Details of other program types are presented in Table VIII.1.

The point is that the distribution of PBS programing differed by time period. In the prime-time hours, when the greatest number of American adults watch television, the single most frequent type of programing distributed from PBS was News/Public Affairs. This was followed by Drama, General Information, Music and Dance, and Culture/Art/Reviews.

PRIME TIME

The division of all prime-time material by program type is presented in Figure VIII.3 and Table VIII.2. (It includes material from both PBS and other sources.) When all of prime-time material is compared to PBS prime-time material, it is found that there is almost no change in the proportion of News/PA hours. A higher proportion of overall air time is devoted to General Information programing; and a lower proportion is devoted to Drama, Music and Dance, and Culture/Art/Reviews.

The reason for the difference is clarified by the data from Figure VIII.4. A large part of the prime-time hours that do not come from PBS are from broadcasters' own local facilities. It has already been noted that local material tends to be News/PA or General Information far more frequently than it is Cultural material. (See Table VIII.2.) As a result, broadcasters are relatively dependent on PBS for Drama, Music, Dance and other Cultural fare.

FIGURE VIII.3 PERCENTAGE OF PRIME-TIME HOURS BY PROGRAM TYPE

(N=4122)

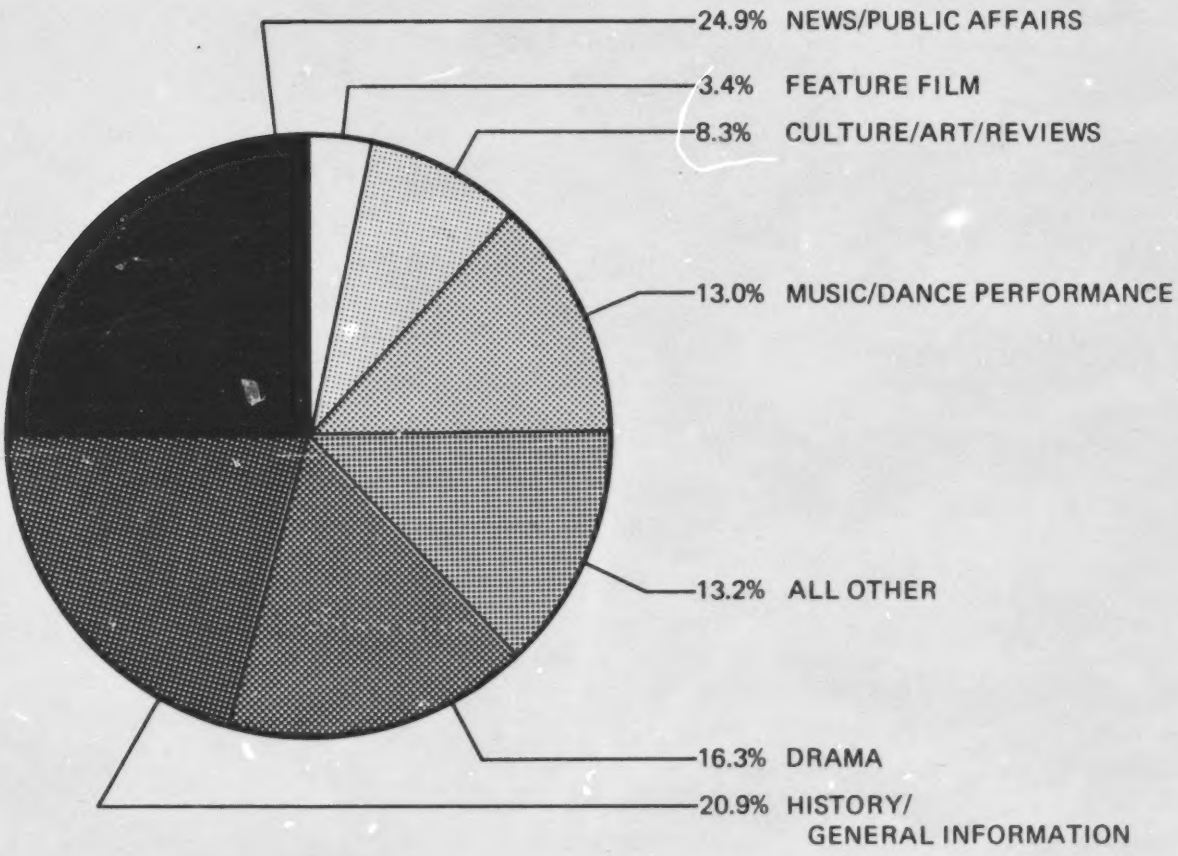


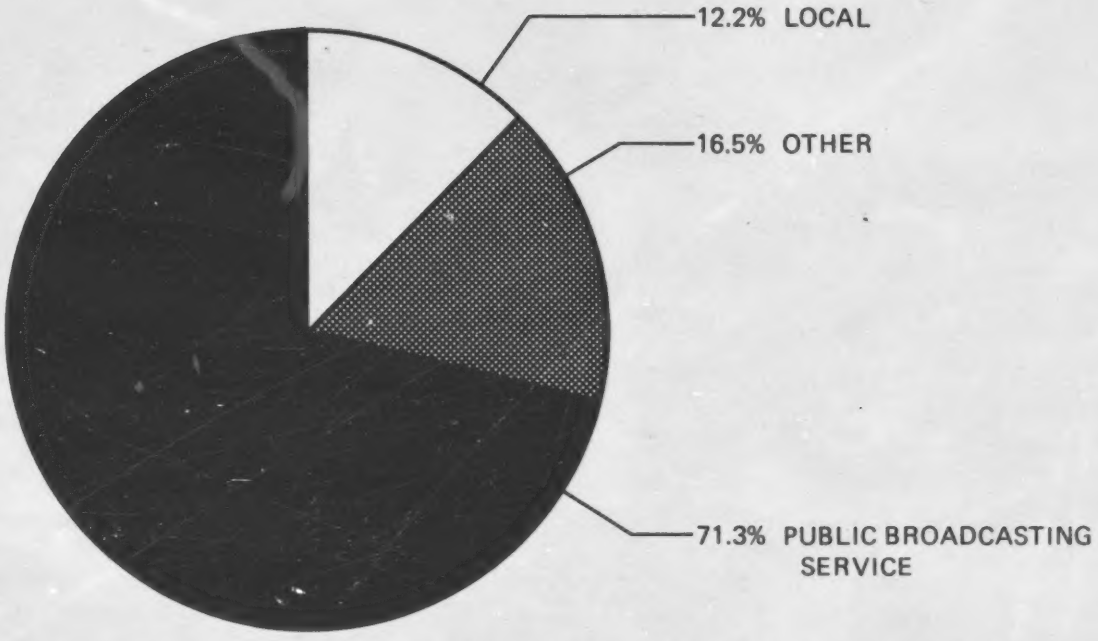
TABLE VIII.2

Percentage of Prime-Time Hours and Programs
by Program Type
(# = 4122)

Type	% of Hours	% of Programs
News - P.A.	24.9%	25.6%
History/Biography	2.7%	2.8%
General Information	18.2%	20.4%
Skills/How-To-Do-It	2.3%	3.7%
Children's	2.8%	4.1%
Culture/Art/Reviews	8.3%	9.8%
Music/Dance Performance	13.0%	11.9%
Drama	16.3%	11.0%
Feature Film	3.4%	1.9%
Comedy	0.3%	0.5%
Variety	0.7%	0.7%
Sports	2.8%	2.0%
Auction/Station Promotion	0.8%	0.3%
ITV	2.2%	3.3%
Other	1.4%	2.0%

FIGURE VIII.4 LOCAL AND PBS PROGRAMING AS PERCENTAGE OF PRIME-TIME HOURS

(N=4174)



APPENDIX I

SECONDARY SCHEDULES

TEN SCHEDULES

Ten PTV broadcasters control the schedules of additional stations serving their communities. These "secondary" schedules have not been included in the basic data described in this report. They are briefly examined in this appendix.

The sample of secondary schedules was small, and the schedules did not define a single pattern. Thus, it may be best to start with a brief description of each.

WUHY, Philadelphia, was not on the air in 1974.

KQEC, San Francisco, was not on the air in 1974.

WXXW, Chicago, transmitted a school schedule in early 1974 but went off the air after the summer.

WQEX, Pittsburgh, transmitted an ITV schedule and was off the air in the summer and on weekends.

WCVW, Richmond, transmitted an ITV schedule and was off the air in the summer and on weekends and holidays.

KOKH, Oklahoma City, transmitted a full schedule, but was off the air in the summer and on weekends and holidays. (KOKH provided ITV service to KETA, and was therefore defined as a secondary schedule in Oklahoma City.)

WMVT, Milwaukee, transmitted a full schedule all year, but was off the air on weekends.

KTCI, St. Paul, transmitted a full schedule all year, but was off the air on weekends.

WGBX, Boston, transmitted an afternoon and evening schedule over the entire year, but was off the air on one of the sample dates.

WLRN, Miami, transmitted a full schedule over the entire year, but was off the air on one of the sample dates. (WLRN provided ITV service on WTHS, channel 2 in Miami, and was therefore defined as a secondary schedule.)

Had samples of these schedules been included in the overall analysis there would have been unfortunate biases in both the annual averages reported and the proportions of various programing phenomena reported. Instead, the results of 27 sample broadcaster-days can be described. They included 359 programs and 187 hours of programing. (No data from KTCI have been included, since it did not return completed survey forms.)

Twenty-one of the 27 sample days during which secondary broadcasters operated were days when school was in session; only six were days when school was not in session.

Distribution of hours of air time was as follows:

Before school hours	0.7%
During school hours	26.9%
After school hours	32.7%
Prime time	37.1%
After prime time	2.5%

The proportion of hours from producers was:

From "our own facilities"	31.5%
Other PTV organization	22.4%
Independent or ITV producer	12.2%
CTW	9.1%
Consortia	4.0%
Don't know	7.1%
All others	13.7%

These proportions are in marked contrast with the overall figures for the 147 broadcasters in the survey. Local production is far more frequently played on secondary schedules, and programing from both CTW and other PTV organizations is far less frequent. (Comparisons may be made with Figure II.6.)

The proportion of hours by distribution source was:

Our own facilities	29.7%
PBS	27.5%
ITV supplier	18.9%
Regional network	8.7%
Don't know	3.4%
All others	11.8%

Again the proportions differ from the overall patterns shown in Figure II.7. Local material and material from ITV suppliers was far more frequent in secondary schedules; material from PBS was far less frequent. This is an indication that the availability of a secondary channel allows broadcasters to be more independent of the national system.

The proportion of hours by program type was:

ITV	32.0%
Sesame Street/Electric Co.	9.1%
News/Public Affairs	16.3%
Information/Skills	21.0%
Children's	6.7%
Cultural	9.9%
Other	5.1%

Comparison with the data in Figure II.10 indicates that the secondary schedules included a higher proportion of ITV material, and a much lower proportion of air time devoted to "Sesame Street" and "The Electric Company." There were higher proportions of News/PA and Information/Skills, and lower proportions of children's general material and cultural material.

The sample size was too small to generate useful data on variables such as ITV grade level or format, News/PA scope or format, or differences by broadcaster category.

SOUTH CAROLINA ETV (SCETV) CLOSED-CIRCUIT FEED

The South Carolina ETV Network provides schools in the state with a multi-channel closed-circuit ITV service. The survey collected program information about this service. Nearly half (49%) of all hours transmitted were produced by SCETV itself. The rest came from other PTV sources (20%), independent ITV producers (15%), and other sources. Tape produced at the SCETV facilities was the most frequent source of material (48.5%), but bicycled tape (33.3%) and film (17.2%) were also used. Thirty-one percent of the closed-circuit hours were color; the rest were in black and white.

South Carolina's closed-circuit programing was concentrated among six ITV subject categories: History (23.4% of programs),

Mathematics (16.2%), Physical Sciences (14.3%), Literature and Humanities (11.7%), Reading and Writing (11.0%), and Social Science (8.4%).

Allowing for multiple coding, the survey found that SCETV closed-circuit transmission was mostly aimed at the junior-high and high-school grades. Between 39% and 42% of the programs were at each of the grade levels from 7 through 12, except grade 9 -- which was the level of 35% of the programs.

Sixty-four percent of the programs used the lecture format; 37% used demonstrations; 35% were dramatization formats; and 22% were documentaries.

APPENDIX II

COMPUTATION OF STANDARD ERROR

The sample design of this survey was not a simple random sample. Programs were clustered, in the sense that all programs for a single broadcaster-day were taken together. Days were stratified over seven segments of the year and the sample was stratified to include a sample of seven dates for each broadcaster. A simple random sample would have randomly chosen individual programs from among nearly one million programs transmitted by all the broadcasters.

Since the sample was not a simple random sample, it was improper to compute variance for a given proportion by the formula $V = pq/n$. The appropriate formula for computation of variance was designed for this project by Dr. David Brillinger, of the Department of Statistics, University of California at Berkeley. (Details are provided later in this appendix.)

The formula required an extensive amount of data processing for any given proportion. Thus, according to a plan approved by the National Center for Education Statistics, a variable known as DESIGN EFFECT was computed for proportions of programs at each alternative within three variables in the survey. Design Effect of variance ($DEff_v$) is the variance computed by the appropriate formula divided by a pq/n estimation of variance for the same proportion. (See discussion in Kish, Survey Sampling, Wiley, 1965.) The design effect of the standard error ($DEff_{se}$) is simply the square root of $DEff_v$, just as standard error is the square root of variance.

Computation of standard error and design effect from the formula resulted in the following values:

	Standard error from formula	$DEff_{se}$
a. Aired after prime time	.0013	.93
b. Designed to entertain or culturally enlighten	.0026	.94
c. Distributed by PTL or NET	.0011	.94
d. Designed to give news, skills, or general information	.0029	.99

e.	Aired after school hours	.0033	.99
f.	Designed to educate informally	.0042	1.19
g.	Distributed by NIT Center	.0021	1.20
h.	Aired in prime time	.0039	1.23
i.	Aired before school hours	.0015	1.33
j.	Distributed by exchange with other PTV station	.0015	1.36
k.	Distributed by GPNITL	.0017	1.36
l.	Aired during school hours	.0051	1.37
m.	Distributed by other ITV supplier	.0023	1.43
n.	Designed to be part of self-teach instructional program	.0019	1.55
o.	Distributed by PBS	.0061	1.64
p.	Designed to be used in traditional school subject	.0064	1.94
q.	Don't know distributer	.0018	2.07
r.	From our own facilities	.0056	2.20
s.	Distributed by regional network	.0093	3.73

With one exception, the values of $DEff_{se}$ form a fairly tight cluster. (The computed standard error for distribution by regional network was high because of the uneven distribution of the use of regional networks described in the text of this report.) The median value is 1.36 and the mean of 18 values is 1.37. (The value for "regional network" was eliminated from computation on the advice of Dr. Brillinger.) Thus, 1.37 was taken to be the design effect on the standard error, and was used in the computation of Table II.1. Values in the table are derived from square root of pq/n estimates of standard error for a given sample size, with those values multiplied by the 1.37 obtained design effect.

A Table of Standard Errors for This Survey

Tables and graphs in this report have a value for the symbol # given with them. To find the standard error for a given proportion, find the column that most closely corresponds to that proportion and the row that most closely corresponds to the value of #. The cell thus designated is the estimated standard error of that proportion. For example, a proportion of 10.8% with #=8349 designates the column "10% or 90%" and the row for #=8000, yielding the value .46. When a proportion or a value of # falls between two rows or columns, interpolation may be used to obtain a more precise value. Interpolation from percentages to total numbers of programs and hours may also be used if the reader wishes to obtain standard errors for these totals.

APPENDIX TABLE II.1

Estimated standard error (to the nearest 100th percentage point for survey design at various levels of "#" and various proportions)

#	1% or 99%	2% or 98%	5% or 95%	10% or 90%	15% or 85%	25% or 75%	35% or 65%	50%
100	1.36	1.91	2.99	4.11	4.89	5.93	6.53	6.85
200	.96	1.36	2.11	3.91	3.46	4.19	4.62	4.84
500	.61	.86	1.34	1.84	2.19	2.65	2.92	3.06
1000	.43	.61	.94	1.30	1.55	1.88	2.07	2.17
2000	.30	.42	.67	.92	1.09	1.33	1.46	1.53
4000	.21	.30	.47	.65	.77	.94	1.03	1.08
6000	.18	.25	.39	.53	.63	.77	.84	.88
8000	.15	.21	.33	.46	.55	.66	.73	.77
10000	.14	.19	.29	.41	.49	.59	.65	.69
14000	.11	.16	.25	.35	.41	.50	.55	.57
18000	.10	.14	.22	.31	.36	.44	.49	.51

The chances are 68 out of 100 that an estimate from this sample would differ from a complete count (every program for every broadcaster) by less than the estimated standard error. The chances are 95 out of 100 that the difference would be less than twice the standard error and about 99 out of 100 that it would be no more than 2.5 times as large.

For example, Table 5B indicates that 10.8% of the programs broadcast between January 1 and June 5 were "News/PA." Since the value of # is given as 8349, the above table indicates that the estimated standard error is approximately $\pm$.46 percentage points. The proportion of News/PA should thus be interpreted as ranging between 11.26% and 10.34% (i.e., 10.8% $\pm$.46) by chance at one standard error.

Estimating Variance (Technique provided by David R. Brillinger; Department of Statistics, University of California at Berkeley)

Let h=1, ..., H (=21) index the groups of broadcasters (seven per Latin Square). Let i=1,...7 index the broadcasters within each group. Let j=1,...7 index the day types. Let k=1,...,7 index the seasons. Let x_{hijk} denote the observed number of broadcast hours (or programs) in season k, on a day type j, by the i-th broadcaster of group h. Likewise let y_{hijk} denote the observed number of broadcast hours (or programs) of a given type (e.g., "instructional"). Our estimate of the proportion of time (or programs) of a given type is now

$$p = \sum_{h=1}^{H} \sum_{i=1}^{7} \sum_{j=1}^{7} \sum_{k=1}^{7} y_{hijk} \Big/ \sum_{h=1}^{H} \sum_{i=1}^{7} \sum_{j=1}^{7} \sum_{k=1}^{7} x_{hijk}$$

Turning to the problem of estimating the variance of p, let

$$\bar{x}_{hi..} = \frac{1}{7} \sum_{j.k} x_{hijk} \qquad \bar{x}_{h.j.} = \frac{1}{7} \sum_{i.k} x_{hijk}$$

$$\bar{x}_{h..k} = \frac{1}{7} \sum_{i.k} x_{hijk} \qquad \bar{x}_{h...} = \frac{1}{49} \sum_{i.j.k} x_{hijk}$$

with similar definitions involving y. Next let

$$s_{xxh} = \frac{1}{30} \sum_{i.j.k} (x_{hijk} - \bar{x}_{hi..} - \bar{x}_{h.j.} - \bar{x}_{h..k} + 2\bar{x}_{h...})^2$$

$$s_{yxh} = \frac{1}{30} \sum_{i.j.k} (\bar{y}_{hijk} - \bar{y}_{hi..} - \bar{y}_{h.j.} - \bar{y}_{h..k} + 2\bar{y}_{h...})(x_{hijk} - \bar{x}_{hi..} - \bar{x}_{h.j.} - \bar{x}_{h..k} + 2\bar{x}_{h...})$$

$$s_{yyh} = \frac{1}{30} \sum_{i.j.k} (y_{hijk} - \bar{y}_{hi..} - \bar{y}_{h.j.} - \bar{y}_{h..k} + 2\bar{y}_{h...})^2$$

The variance of p may now be estimated by

$$\frac{1}{\left[\sum x_{hijk}\right]^2} \; 49 \sum_{h} (s_{yyh} - 2p\, s_{yxh} + p^2 s_{xxh})$$

APPENDIX III

SURVEY OPERATIONS

Sampling design, response rate, and techniques for estimating data for the full universe are described in Chapter I. The method for computing standard error and the formula used to obtain computed variance and design effect are given in Appendix II. Appendix IV presents the survey instruments -- code sheet, answer form, instructions, cover letters, and a facsimile of the precoded labels. This Appendix describes the general procedures of the survey.

Prior to the inception of the survey, the items to be used had been carefully determined through consultation with various interested parties, and a thorough pre-test of the techniques had been conducted. Details have been given in "Supporting Statement: Corporation for Public Broadcasting/USOE National Center for Education Statistics' Programing Survey" submitted July 18, 1973, to the U.S. Office of Management and Budget, and approved November 2, 1973 (# 51-R0995).

The original list of "broadcasters" was made from CPB records of qualified public television licensees and their broadcasting configurations. Following this, discussions with CPB staff and a series of telephone calls clarified the situations in Nebraska, Miami, Oklahoma, and South Dakota.

Large 9" x 12" envelopes were prepared prior to the survey. They were addressed to program managers with labels printed directly from the CPB computerized address file. Each contained a survey code sheet, two response sheets, an instruction sheet, and a business-size return envelope. Response sheets were pre-printed by hand and with a rubber stamp to indicate the name of the broadcaster, the day and date for which there was to be a report, and the code numbers for the broadcaster and the sample date. (Licensees with secondary schedules -- given in Appendix I.-- were sent response sheets for their secondary schedules in the same packet.) Such packets were prepared for every broadcaster-day in the survey (i.e., there were seven for each broadcaster.) They were sorted into chronological order by date to be surveyed, and placed into groups representing each week in the survey period. The packets were not sealed.

At approximately one-month intervals, advance schedules for the PBS program feed were obtained and precoded on gummed labels. Twice during the year EETN programs and frequently used NIT offerings were also precoded and printed on the gummed labels.

These labels were sheets of paper strips that could be peeled from a backing paper and fixed to the survey response forms. They eliminated the need for respondents to apply codes to all but four variables (air time, method of transmission, use of color, and repeats). They were used for 8958 (48.4%) of the 18,509 programs reported in the overall survey.

Week-by-week, sheets of precoded programs and cover letters were inserted in packets, which were then sealed and stamped; and packets were mailed approximately one week before the first sample date in a week-long group.

A master schedule of survey dates and broadcasters had been prepared. As responses arrived, they were tallied against this schedule. If no response was received within five weeks, a follow-up packet was sent. (The response rate to the first mailing was better than 80% within five weeks.) The follow-up packet contained all the survey materials plus a special follow-up cover letter (see Appendix IV). The single follow-up raised the response rate to nearly 93%. Following another five-week period, the project director either sent out a second follow-up letter or telephoned the broadcaster based on his previous contacts with the broadcaster. If earlier survey dates had been late or accompanied by a letter of comment about the survey, a personal follow-up letter was written. If there had been no response at all from a broadcaster, a telephone call was made. In four cases the phone call revealed that the computerized mailing address had been incorrect. In the first week of February 1975, all broadcasters who had not returned one or more survey forms were telephoned. Most agreed to return the forms as soon as possible. A few indicated that the survey was too great a burden, and they were asked to send copies of their logs for the appropriate dates. In the end, there were no data from three broadcasters -- although each had agreed to send logs during a telephone follow-up. Excluding the logs, there was a 94.3% response rate. Including them, the rate was 97.4%.

The survey year had been divided into seven equal segments. When returns from a given segment were complete, they were given to a trained clerical worker for manual editing. Precoded program identification numbers were added where gummed labels had not been used. Illogical coding was checked, and illegal codes were corrected. The forms had been designed so that they could be used directly by keypunchers; thus, the editor had to ensure that there were no ambiguities or illegal codes.

Data were keypunched and verified by a commercial service. They were then loaded into the CPB computer facilities and processed

through an editing routine that searched for logical errors (i.e., a program seeming to be a feature film is also coded as a news interview with an invited guest). With 18,509 cases to be processed, the editing routine identified less than 100 problems; and almost all of these seemed to be clerical errors -- typically keypunch column shifts. It proved especially important to correct these column shifts because they might indicate 600 minutes of material of the wrong type instead of 60 minutes of the appropriate program type.

The edited data set was processed by way of standard analyses available in the Statistical Package for the Social Sciences (SPSS). One major file for all programs and subfiles for ITV, News/Public Affairs, and "General + News" was created. A separate file for secondary schedules was also created. The subfiles allowed processing of subsets of data without requiring a search through all 18,509 cases. Analyses used the CODEBOOK and FASTABS routines of the SPSS package.

There was a low percentage of missing data (less than 5%) for any given variable, although in some cases "Don't Know" was a valid response. It was assumed that missing data were distributed in proportion to the responses given. Annual average hours and programs were calculated as described in Chapter I. (There were no missing data regarding total annual averages for any broadcaster category or period of the year.) In cases of cross-tabulation, missing data increased as a function of the two or three variables used. It was assumed that uni-variate proportions were proper, and totals were adjusted to match marginal values determined by a frequency count of each variable.

In order to compute the estimated standard error table given in Appendix II, it was necessary to create a different data file from the initial data. A special computer program was written that identified each broadcaster-day and computed 19 totals and proportions within each of these. A second-stage computer program was then able to compute variance estimates from this new file according to the appropriate formula.

The survey covered four variables about broadcasters, three variables about the date (school-in-session, day of week, and time of year), and 17 variables about programs. All possible combinations of two or more variables would have required an encyclopedic compendium of data. Editorial judgment was exercised by the project director. He chose variables and relationships to be studied and called for additional computer analyses when the data indicated new areas to be further studied. In the end the basis analyses specified by the project proposal were made, and many additional analyses were used.

APPENDIX IV

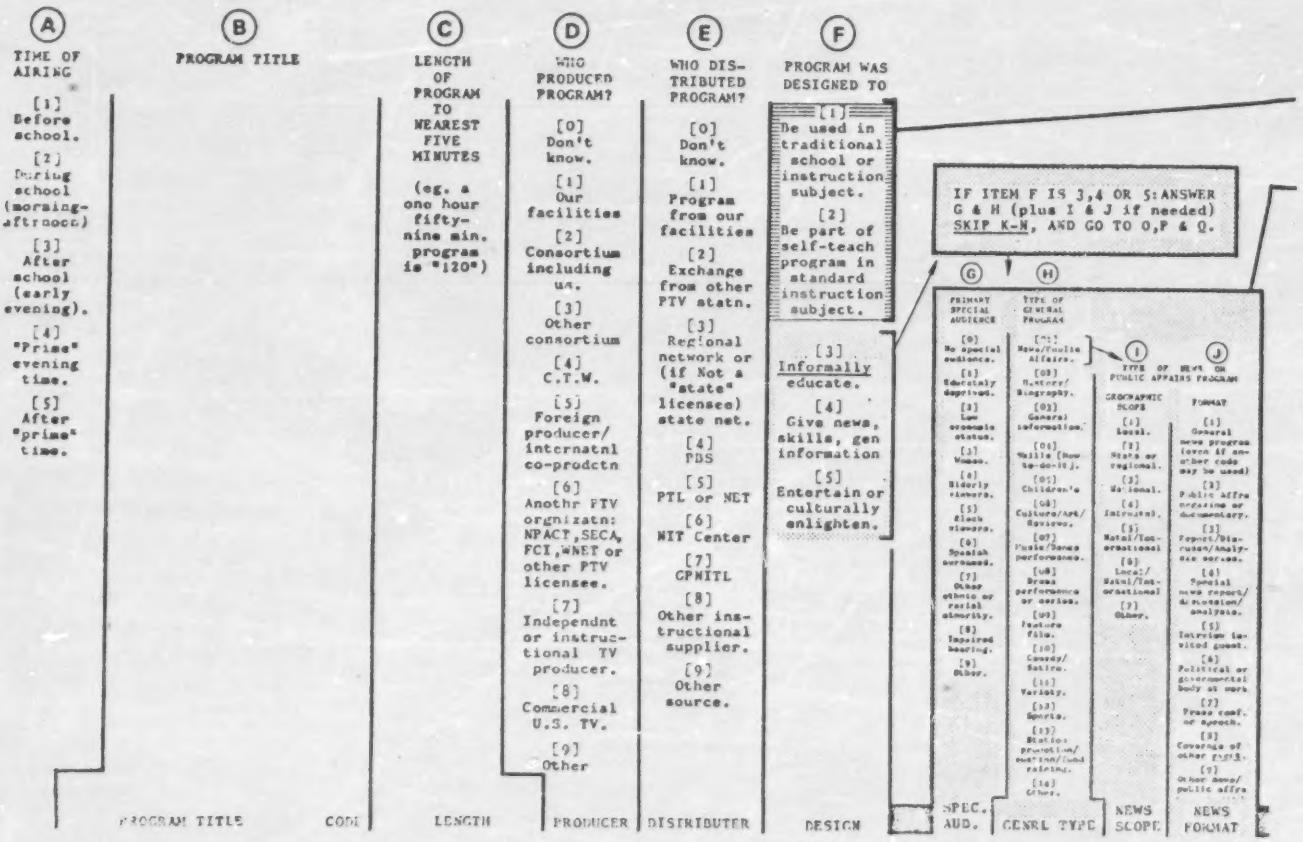
SURVEY INSTRUMENTS

AND COVER LETTERS

Program Survey Code Sheet

Instructions

1. READ ALL INSTRUCTIONS AND CODES ON THIS CODE SHEET. BECOME FAMILIAR WITH THEM. AN ADDITIONAL SHEET OF SPECIFIC DEFINITIONS IS ENCLOSED TO CLARIFY MEANINGS.
2. FILL IN THE TOP OF THE PINK ANSWER SHEET. IT SHOULD ALREADY INDICATE YOUR STATION OR NETWORK AND THE DAY AND DATE FOR WHICH YOU SHOULD LIST PROGRAMS.
   a. INDICATE THE TOTAL NUMBER OF STATIONS CARRYING THIS SCHEDULE. YOUR STATION COUNTS AS ONE, AND EACH OTHER FULLY LICENSED PTV STATION COUNTS AS ANOTHER. (DO NOT COUNT TRANSLATORS.)
   b. INDICATE WHETHER LOCAL SCHOOLS WERE IN SESSION ON THIS DAY.
   c. IF YOU DID NOT BROADCAST ANYTHING ON THIS DATE, WRITE "NO BROADCASTS" ACROSS THE ANSWER SHEET AND MAIL IT BACK TO US. YOU ARE FINISHED.
3. PLACE THIS CODE SHEET OVER THE PINK ANSWER SHEET SO THAT THE COLUMNS ON THE TWO SHEETS OVERLAP. THE CODE SHEET WILL HELP FILL OUT THE ANSWER SHEET.
4. IN COLUMN [B] LIST ALL PROGRAMS OF FIVE MINUTES OR LONGER WHICH YOU BROADCAST ON THE SPECIFIED DAY. PLEASE NOTE THAT MANY COMMONLY USED PROGRAMS HAVE BEEN PRECODED ON GUMMED STRIPS. USE THESE STRIPS WHENEVER POSSIBLE.
   a. PROGRAMS DISTRIBUTED BY PBS (AND ESTN) ARE LISTED ON PRECODED GUMMED STRIPS. FOR EACH OF THESE IN YOUR SCHEDULE, SIMPLY PUT THE PROPER STRIP ACROSS COLUMNS [B] THROUGH [J].



b. COMMONLY USED INSTRUCTIONAL PROGRAMS FROM NITC (AND FETC) HAVE ALSO BEEN PRECODED. THESE ARE LISTED ON PAGE THE LAST PART OF [E] THROUGH COLUMN [L]. PROGRAM TITLES ARE IN CROSSED COLUMNS; THERE IS NO NEED TO RECOPY THEM.

5. Air Time HAS BEEN DIVIDED INTO FIVE CATEGORIES. PUT THE PROPER CODE (NOT THE ACTUAL TIME) IN COLUMN [A] FOR EACH PROGRAM.

6. MOVE THIS CODE SHEET DOWN THE ANSWER SHEET, AND CLASSIFY THE PROGRAMS ONE BY ONE.

a. FOR EACH PRECODED PROGRAM Air Time—A, Technical—O, B&W/Color—P AND Repeat—Q MUST BE FILLED IN. Materials—N ALSO MUST BE GIVEN FOR THE PRECODED INSTRUCTIONAL PROGRAMS. SOMETIMES Producer—C WILL HAVE TO BE CHANGED IF YOU TOOK PART IN THE PRODUCTION (SEE DEFINITION SHEET).

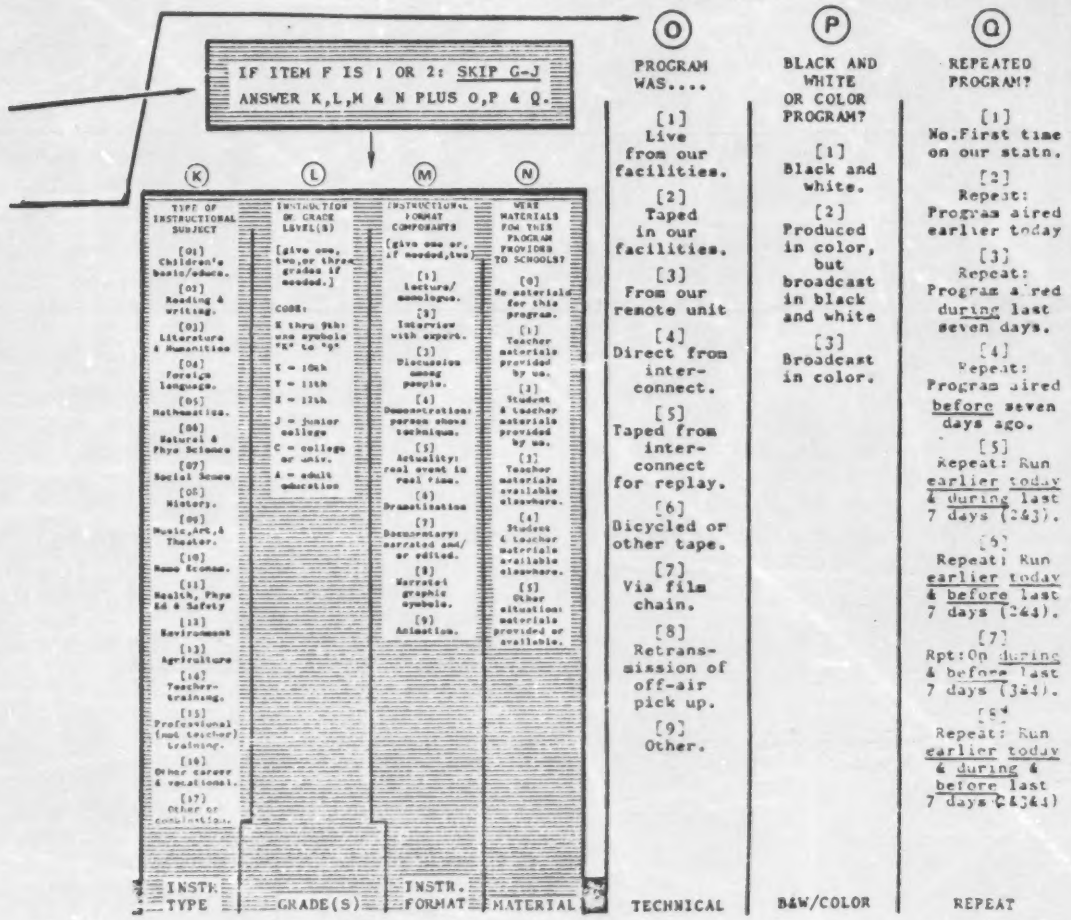
b. IF THE PROGRAM IS NOT PRECODED:

1. PICK THE CORRECT NUMERIC CODE FOR Air Time—A, Length—C, Producer—D, Distributer—E, AND Design—F.

ii. DEPENDING ON THE Design—F RESPONSE, PICK CODES FOR EITHER [Special Audience—G, General Type—H, PLUS (IF APPROPRIATE) News Scope—I AND News Format—J] OR [Instruction Type—K, Grade—L, Instruction Format—M, AND Materials—N]. LEAVE BLANKS WHERE NO CODE IS NEEDED.

iii. THEN COMPLETE Technical—O, B&W/Color—P AND Repeat—Q.

7. RETURN THE COMPLETED ANSWER SHEET(S) IN THE ENCLOSED ENVELOPE.


IF ITEM F IS 1 OR 2: SKIP G-J
ANSWER K,L,M & N PLUS O,P & Q.
K
L
M
N
O
P
Q
TYPE OF INSTRUCTIONAL SUBJECT
[01] Children's basic/educa.
[02] Reading & writing.
[03] Literature & Humanities
[04] Foreign language.
[05] Mathematics.
[06] Natural & Phys Science
[07] Social Scienc
[08] History.
[09] Music,Art,& Theater.
[10] Home Econom.
[11] Health, Phys Ed & Safety
[12] Environment
[13] Agriculture
[14] Teacher-training.
[15] Professional (not teacher) training.
[16] Other career & vocational.
[17] Other or combination.
INSTRUCTION OR GRADE LEVEL(S)
[give one, two,or three grades if needed.]
CODE:
K thru 9th: use symbols "K" to "9"
X = 10th
Y = 11th
Z = 12th
J = junior college
C = college or univ.
A = adult education
INSTRUCTIONAL FORMAT COMPONENTS
(give one or, if needed,two)
[1] lecture/ monologue.
[2] Interview with expert.
[3] Discussion among people.
[4] Demonstration: person shows technique.
[5] Actuality: real event in real time.
[6] Dramatization
[7] Documentary: narrated and/ or edited.
[8] Narrated graphic symbols.
[9] Animation.
WERE MATERIALS FOR THIS PROGRAM PROVIDED TO SCHOOLS?
[0] No materials for this program.
[1] Teacher materials provided by us.
[2] Student & teacher materials provided by us.
[3] Teacher materials available elsewhere.
[4] Student & teacher materials available elsewhere.
[5] Other situation: materials provided or available.
PROGRAM WAS....
[1] Live from our facilities.
[2] Taped in our facilities.
[3] From our remote unit
[4] Direct from inter-connect.
[5] Taped from inter-connect for replay.
[6] Bicycled or other tape.
[7] Via film chain.
[8] Retrans-mission of off-air pick up.
[9] Other.
BLACK AND WHITE OR COLOR PROGRAM?
[1] Black and white.
[2] Produced in color, but broadcast in black and white
[3] Broadcast in color.
REPEATED PROGRAM?
[1] No.First time on our statn.
[2] Repeat: Program aired earlier today
[3] Repeat: Program aired during last seven days.
[4] Repeat: Program aired before seven days ago.
[5] Repeat: Run earlier today & during last 7 days (243).
[6] Repeat: Run earlier today & before last 7 days (244).
[7] Rpt:On during & before last 7 days (344).
[8] Repeat: Run earlier today & during & before last 7 days (2344)
INSTR. TYPE
GRADE(S)
INSTR. FORMAT
MATERIAL
TECHNICAL
B&W/COLOR
REPEAT

Program Survey

Answer Sheet

Broadcaster _____
c01-03

Day/Date _____
c06-08

(A) TIME	(B) PROGRAM TITLE	CODE	(C) LENGTH	(D) PRODUCER	(E) DISTRIBUTER	(F) DESIGN
c11		c12-15	c16-18	c19	c20	c21

Schedule represents _____ stations. (c04-05) page # ____

Were local schools in session today? 1=yes 2=no _____ (c09)

IF ITEM F IS 3,4 OR 5: ANSWER G & H (plus I & J if needed) SKIP K-N, AND GO TO O,P & Q.

IF ITEM F IS 1 OR 2: SKIP G-J ANSWER K,L,M & N PLUS O,P & Q.

(G) c22	(H) c23-24	(I) c25	(J) c26	(K) c27-28	(L) c29-31	(M) c32-33	(N) c34	(O) TECHNICAL c35	(P) B&W/COLOR c36	(Q) REPEAT c37

Definitions

[A] Air Time

i. Please use the five code categories and do not give actual air time by the clock.

ii. School hours and prime time hours vary in different communities. Consider the school day according to the most frequent schedule for schools in your area. Adopt the standard commercial TV definition of prime time in your area.

iii. When school is not in session (weekend, holiday or vacation) use usual school hours to pick category.

iv. If a program begins in one time category and ends in another, give only the code for the time period in which it began.

[B] Program Title

The precoded strips include a special number for computer input. When you do not use the strips you can just write in a title and ignore the code. But if you notice a code for a program you are putting in by hand (eg. a third run of "Sesame St.") you can help us by writing in the code, although you do not have to.

[C] Length

i. Round off program length to nearest five minutes.

ii. There are three columns for a possible three-digit answer. Thus a two hour program would be |1|2|0| and a fifteen minute program would be | | |1|5|.

[D] Producer

i. If the program is on a gummed strip and you produced it or were part of a producing consortium, change the (6) or (3) on the strip to a (1) or (2).

ii. If the program is part of a series produced by a consortium, use (2) or (3) even if the individual program was produced by a single entity.

iii. Consortium production can also describe multiple sponsorship for a single production team or several producers for a single program.

[E] Distributer

i. The response to this item should refer to the organization that placed the program in distribution, not the producer or last link in a supply chain. A program made by WXXX, distributed by PBS and received by regional interconnection lines would be (4) "PBS" on this item.

ii. Category (3) refers to regional or state distribution networks; but it does not apply to state network licensees. Thus, programs distributed in South Carolina by the S.C. ETV Authority would be (1) "from our facilities" while programs that an Ohio station receives from the network in that state would be (3) "regional or state network".

[F] Program Design

The key to this item is the distinction between two categories (1 and 2) that cover what has been called ITV and require answers to K, L, M, and N and the three categories that require answers to G, H, I, and J.

(1) Programs broadcast primarily for use in schools.

(2) Programs broadcast as part of a formal educational program providing material to specified people who are studying something. Examples: teacher training programs or medical training for nurses.

(3) Informal educational programs (eg. "Sesame St.") include all those providing instruction outside of a traditional, formal curriculum.

[G] Special Audience (Answer only if [F] is 3,4 or 5)

i. Obviously multi-coding is possible. There could be a program for Spanish surnamed women. We find that there are very few of these problems. Pick the primary special group and give only one. Use your judgement--who was the program for?

ii. Everybody can watch everything that is broadcast; but if the content was mainly intended for a special group use the code.

iii. All special groups are encouraged and welcome to watch all PTV programs; but if the program was not specifically aimed at a special group, the code should be (0) "no special audience".

[H] General Type (Answer only if [F] is 3,4 or 5)

Pick the best category and use the two digit code.

[I] News Scope (Answer only if [H] is 01 "news/PA")

[J] News Format (Answer only if [H] is 01 "news/PA")

i. If a general news program has a magazine, interview or other componants, continue to use (1) "general news program" and not other categories.

ii. Try to find an appropriate category; but if nothing seems to be right use (9) "other news/PA".

[K] Instruction Type (Answer only if [F] is 1 or 2)

i. Two coulmns are provided for the two-digit code.

ii. "Children's basic education" (01) refers to general elementary school content that does not fall into a single topic area or includes more than one topic.

iii. Try to find an appropriate category; but if none are right or the content is equally divided between two or more categories, use (17) "other or combination".

[L] Grade Level (Answer only if [F] is 1 or 2)

i. Three columns are provided. Use one, two or three grades if needed.

ii. If more than three grades are covered by the program, choose the most important three grades. If less than three, leave blank spaces.

iii. Hyphens are not allowed. A program for third to fifth grades should be coded |3|4|5|.

iv. Remember, for keypunching efficiency 10th, 11th and 12th grades are coded (X), (Y) and (Z). Thus a program for ninth and tenth grades would be |9|X| |.

[M] Instruction Format (Answer only if [F] is 1 or 2)

Pick the best or best two categories for the two columns provided. If more than two apply, use the two that accounted for most of the program. The categories:

(1) A teacher teaching, maybe with blackboard or props.

(2) Interviewer gets response from guest who knows the subject or is the subject of the program.

(3) Two or more people discuss, interact, teach. May include a "student" asking questions, etc.

(4) Instead of only verbal description, a task is shown. Eg. chemistry experiment, auto repair method.

(5) Actual event recorded or transmitted live. Emphasis on the event. Eg. government hearing, concert.

(6) Dramatization recreates an event or creates fiction using dramatic or cinematic techniques.

(7) Documentary relies on audiovisual media to concisely present ideas. (Contrasted with lecture--talking head format.) Characterized by off-camera narration most of the time and editing for effects.

(8) Narration over graphics is short of animation and less costly. Uses cuts, pans, zooms, etc. to enhance graphic effects.

(9) Animation results from frame-by-frame changes to create the illusion of motion over time.

[N] Materials (Answer only if [F] is 1 or 2)

i. Make sure to answer this item when precoded strips are used for ITV programs.

ii. There is a possibility that there are programs for which materials are only for students; but assume teachers can have copies--use (2) or (4).

[O] Technical

Give answer for all programs--including precoded.

[P] B&W/Color

Give answer for all programs--including precoded.

[Q] Repeat

i. Give answer for all programs--including precoded.

ii. Categories (5) to (8) are combinations of 2,3 and 4.

Form approved: OMB 051-R0145

INITIAL COVER LETTER

CORPORATION FOR PUBLIC BROADCASTING

888 SIXTEENTH STREET, N.W., WASHINGTON, D. C. 20006 ■ TELEPHONE: (202) 293-6160

To: Station Managers and Program Managers

From: Henry Loomis

Subject: Programming Survey

In the nearly two years since the last One Week of Public Television survey we have been trying to develop a new, easier, less time-consuming and more accurate data collection technique. The best results on all fronts seem to be offered by a sample survey of programming. This means that information will be gathered from each station on several days during the year instead of for a predetermined week. The data from this survey are essential to adequate representation of public television, its impact, and its contribution. They will provide a valuable record of trends in PTV programming. Earlier "One Week" surveys have been extremely useful in testimony before local, state, and national funding agencies. They have also given us our best picture of the content and role of public television in the United States.

The enclosed materials have been carefully designed to consume a minimum of your time. We have worked closely with PBS and other interested organizations and stations in an attempt to create a useful survey. CPB is aware that surveys can impose quite a burden; and we hope that a coordinated, efficient information-gathering system will help reduce the imposition.

Please return your completed pink answer sheet with the information about programs broadcast on the indicated date. If you were not on the air, just write "no broadcasts" and return the form. A preaddressed return envelope is enclosed.

Please do not hesitate to call the Programming Project in San Francisco if you have any questions. Natan Katzman is in charge. Phone Nat at (415) 626-4065 if you have any problems or questions.

Thank you very much for your cooperation.

FIRST FOLLOW-UP LETTER

CORPORATION FOR PUBLIC BROADCASTING

888 SIXTEENTH STREET, N.W., WASHINGTON, D. C. 20006 ☎ TELEPHONE: (202) 293-6160

Programming Project
Box 1087
San Francisco, California 94101

Dear Program Manager,

Over a month ago we mailed you the forms for a sample date in the CPB/NCES programming survey. The completed forms have not come back yet. They may have been lost or misplaced; or they may have crossed this letter in the mail. If they are already on their way, thanks. We know that broadcasters are often too busy to be bothered with this kind of thing. Let me assure you that CPB and PBS are now the only two national organizations that should be gathering data, and we have worked closely together in the design of this survey.

Enclosed is another set of materials for the survey. We have tried to make the procedure as simple as possible; but it will obviously take a bit of time to complete the forms. (The average has been between 30 and 40 minutes.)

Let me make a personal plea. Public television needs valid data. We have to be able to document strengths and weaknesses, plan for future growth, and make our case before local and national funding agencies. Please help us help public television by having someone take half an hour with this survey once every two months or so.

By the way, we hope the instructions are not as intimidating as they may seem at first glance. There are a lot of "special cases" that have to be covered by instructions; but the survey should be simple and clearly defined for almost all programs. However, if you have any problems please phone me (California time zone) at (415) 626-4065.

Thanks very much for your help.

Sincerely,

Natan Katzman,
Project Director

Please note: The day and date for which we want your schedule are on the top of the pink answer sheet. Use precoded strips to save time.

SAMPLE OF PRECODED STRIPS

Sesame Street	1001	0	6	6	4	4	3		0	0	5					
Sesame Street	1001	0	6	0	4	4	3		0	0	5					
Electric Co.	1002	0	3	0	4	4	3		0	0	5					
Electric Co.	1002	0	3	0	4	4	3		0	0	5					
Mr. Rogers	1003	0	3	0	6	4	3		0	0	5					
Carrascolends	1004	0	3	0	6	4	3		6	0	5					
ZOOM	1007	0	3	0	6	4	5		0	0	5					
Masterpiece Theater	1006	0	6	0	5	4	5		0	0	8					
Firing Line	1017	0	6	0	6	4	4		0	0	1	5	5			
Washingtn Wk In Review	1015	0	3	0	6	4	4		0	0	1	5	1			
Wall $t Week	1014	0	3	0	6	4	4		0	0	3					
Boston Pops	1023	0	6	0	6	4	5		0	0	7					
Book Beat	1010	0	3	0	6	4	4		0	0	6					
Journey to Japan	1135	0	3	0	5	4	5		0	0	6					
Man Builds/ Man Destroys	1125	0	3	0	7	4	3		0	0	3					
Eye to Eye	1061	0	3	0	6	4	3		0	0	6					
International Performance	1152	0	6	0	6	4	5		0	0	7					
Performance	1025	0	3	0	6	4	5		0	0	7					
Boarding Hse	1155	0	3	0	5	4	5		0	0	7					
NOVA	1060	0	6	0	5	4	3		0	0	3					
ABC News (captioned)	1153	0	3	0	8	4	4		8	0	1	5	1			
Festivl Films	1156	0	3	0	6	4	5		0	0	9					
Great American Dream Machine	1154	0	6	0	6	4	5		0	0	6					
Open Mind	1082	0	6	0	8	4	4		0	0	1	3	3			
Video Visionaries	1157	0	3	0	6	4	5		0	0	6					
Police/Lemond	1158	0	9	0	6	4	5		0	0	7					
Jeanne Wolf...	1159	0	3	0	6	4	5		0	0	6					
PAROLE	1033	0	6	0	6	4	4		0	0	3					
Mishkin	1161	0	6	0	6	4	5		0	0	7					
Uncle Sam...	1068	0	6	0	6	4	4		0	0	1	4	2			
From Can-can to..	1162	0	6	0	6	4	5		0	0	7					
TENNIS-4 hrs	1020	2	4	0	6	4	5		0	1	2					
TENNIS-6 hrs	1020	3	6	0	6	4	5		0	1	2					
TENNIS-8 hrs	1020	4	8	0	6	4	5		0	1	2					

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